

CHEMIST & DRUGGIST

the newsworthy for pharmacy

September 30, 1989

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CCA to seek higher profile in pay talks?

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COMMENT

The movement to establish pharmacy practice departments within schools of pharmacy will be given further impetus when a WHO report is published shortly. The National Conference of Drug Information Pharmacists (see p522) heard last week that a report on pharmacy in Europe is to recommend standards of practice which firmly establish the pharmacist in the mainstream of healthcare. While many would say that this is where pharmacy has always been, it is good to see an endorsement for the profession from such an international body.

The report is said to recognise the pharmacist's right to advise and challenge the doctor's prescribing intention while endorsing the traditional role of ensuring the prescription is dispensed as the prescriber intended for maximum patient benefit. To do this the pharmacist needs to be exceptionally well read and to have access to central data banks. Many pharmacists will already use the good offices of drug information pharmacists at local hospitals, but if the clinical role really does expand at the High Street level, then this link could well become overstretched. If it is, and pharmacists do require more support on the clinical

data and information front, then the Government should look to provide resources (for example, the latest Link software on show at Chemex, complete with drug database) because much improved patient care will result.

Meanwhile community pharmacists must look to improve relationships with fellow healthcare professionals at a local level, concentrating primarily on their local GP practice, but not forgetting district nurses, health visitors, clinics and, of course, residential homes. Most pharmacists who have already made successful links will have found that contacts built up when the heat is off will survive when the heat is on. Sound advice given on more trivial matters will open the way to acceptance of crucial information.

And, of course, good practice research also establishes the pharmacist's credentials. C&D has long encouraged this with its sponsorship of the C&D medal and award for the best practice research paper at the BPC. Now, with practice research units set up in Belfast, Bradford, Aston and London schools of pharmacy, the volume and quality of material will increase. Handled properly it will be a valuable tool that will benefit the patient directly while boosting the image of pharmacy.

CCA seeking higher profile in pay talks?

The Company Chemists Association, which represents multiple chemists' interests on PSNC, is proposing it should have its own voice in pay negotiations with the Department of Health, C&D understands.

The move, which was raised by the four CCA representatives at the monthly PSNC meeting last week, is said by some sources to be led by Boots and to have caused disagreements within the CCA itself.

When asked whether Boots were seeking direct negotiation on remuneration with the Department of Health, company spokesman Mike Caldwell said: "The CCA is our route of communication to PSNC. We have no other route to talk to PSNC or the Department." A Boots employee, Mr P.L.M. Davies, is one of the CCA representatives on PSNC.

In the past Boots have intimated they would prefer to see a flat fee for prescriptions, rather than the present front-loaded system. This suits their generally higher-volume dispensing units, but would not find favour with some CCA members, who have smaller pharmacies.

The Department of Health said this week: "The PSNC negotiates with the Department on pay arrangements. Other outside interests are aware of these negotiations. At the moment we are not considering involving anyone else in negotiations."

PSNC is understood to be offering the CCA, which is represented on the negotiating team which meets Department officials, the opportunity to present a minority opinion.

Mr R. Carrington represents the Co-operative Technical Panel

on PSNC on behalf of 400 co-op pharmacies. Without confirming or denying the CCA stance, he said: "The profession is best served by presenting a united front to the Department." But he also warned that if anybody achieved separate representation, then the co-op pharmacies would seek the same right.

Boots, along with other large contractors, were unhappy about the control of entry aspect to the new contract regulations when they were introduced. The decision to end the cost-plus contract will also have gone down badly with the company, since it means its high labour and overhead costs will no longer be recognised in remuneration.

Some observers have been predicting it was only a matter of time before the larger contractors took an independent initiative to improve their prospects.

PSNC insist on year end review

A year end review to rectify any inaccuracies arising from the estimates used to calculate the fees paid to contractors this year, is being pressed for by the Pharmaceutical Services Negotiating Committee in its negotiations with the Department of Health.

"We must insist that having established the end of year figures relating to net ingredient cost and prescription volume, any under or overpayment should be fed to contractors in the following year," PSNC chairman David Sharpe said last week following a meeting with Department officials. "As far as PSNC is concerned there can be no possibility of yielding on this principal."

Mr Sharpe acknowledges this could lead to confrontation with the Department, and says that if this is the case PSNC will be wanting a meeting with the Minister. So far the Department has gone no further than saying it will be taking into account various matters when considering next year's offer.

Since Treasury allocations to

the spending departments are not confirmed until the end of October, an offer will not be made to PSNC until the end of November. A full negotiating meeting has been arranged for December 4, and an extraordinary meeting of PSNC called for December 13.

Meanwhile, says Mr Sharpe, meetings continue at officer level to ensure that the Department is aware of PSNC's philosophy with regard to remuneration. This

includes:

- The time and skills required in providing an NHS pharmaceutical service.
- The level of income arising from the provision of such services.
- The general level of expenses attributable to providing the services.
- The number of pharmacies and their distribution.
- The standard of the NHS pharmaceutical service provided.

Scot questions accuracy discount survey

The discount survey being conducted among contractors is so complicated that it is bound to give inaccurate results, says one Scottish pharmacist.

Ronald Wilson, an independent proprietor from Inverness, says it is very difficult to extract some of the information required to fill out the eight page questionnaire. Information is requested on the number of packs and the gross amount paid during May for 108 generic lines, as well as details of all purchases and discounts received from up to seven suppliers.

"I do not mind someone looking through my books. I am quite happy to do this kind of thing

if it will help pharmacy. But the kind of information being asked for is ridiculous," says Mr Wilson.

This view has been echoed by two other contractors Mr Wilson has contacted. He says he is unlikely to complete the form, although it may put him in breach of his terms of service.

His protests to the Pharmaceutical General Council and the Central Services Agency have been rebutted, says Mr Wilson. "When I told the statistician it would take me all day to complete, he said he was surprised that it would take such a short time! No GP would ever be asked to fill out such a form without being paid," he says.

Glaxo give £45,000

Glaxo Pharmaceuticals are giving £15,000 a year for the next three years to the School of Pharmacy in London to help establish a postgraduate diploma course in clinical pharmacy.

The course is to be organised for the first three years (1989-92) by Dr Soraya Dhillon who is being employed jointly by NE Thames Regional Health Authority and the School of Pharmacy.

The diploma course has been set up through co-operation between the School of Pharmacy, the four Thames RHAs and East Anglia RHA in response to the Nuffield report and recent health circulars.

Pharmacists working in any of the five RHAs are eligible to study for the diploma provided that in the past five years they have completed an accredited in-service training scheme in clinical pharmacy (part 1 of the course).

Part 2 of the diploma course consists of 235 hours of lectures, tutorials, workshops and ward based training. Part 3 involves 150 hours of practice based research at the student's hospital under the guidance of a project supervisor.

Sixty five pharmacists have already completed part 1 and 32 are going on to parts 2 and 3.

Application forms are available from district pharmaceutical officers. And further details are available from Dr S. Dhillon, principal pharmacist/lecturer, The School of Pharmacy, Brunswick Square, London WC1N 1AX.

73pc disapprove of White Paper

Almost three quarters of the public disapprove of the Government's proposed National Health Service reforms, according to the results of a British Medical Association survey announced on Monday.

The survey, conducted by Gallup, polled a representative sample of adults between August 23 and 29 and shows that 73 per cent disapprove of the White Paper on NHS reforms and 63 per cent believe the proposed changes will not improve efficiency. The majority of people surveyed think the Government's plans will result in cuts in services (75 per cent) and in the cheapest rather than the best treatment (67 per cent).

Appliance supply questions raised again

The Pharmaceutical Services Negotiating Committee raised again with the Department of Health last Friday the disparity in payments between pharmacy and appliance contractors for dispensing the same prescription. While fees for appliance contractors are lower than for pharmacies, on-cost is 25 per cent.

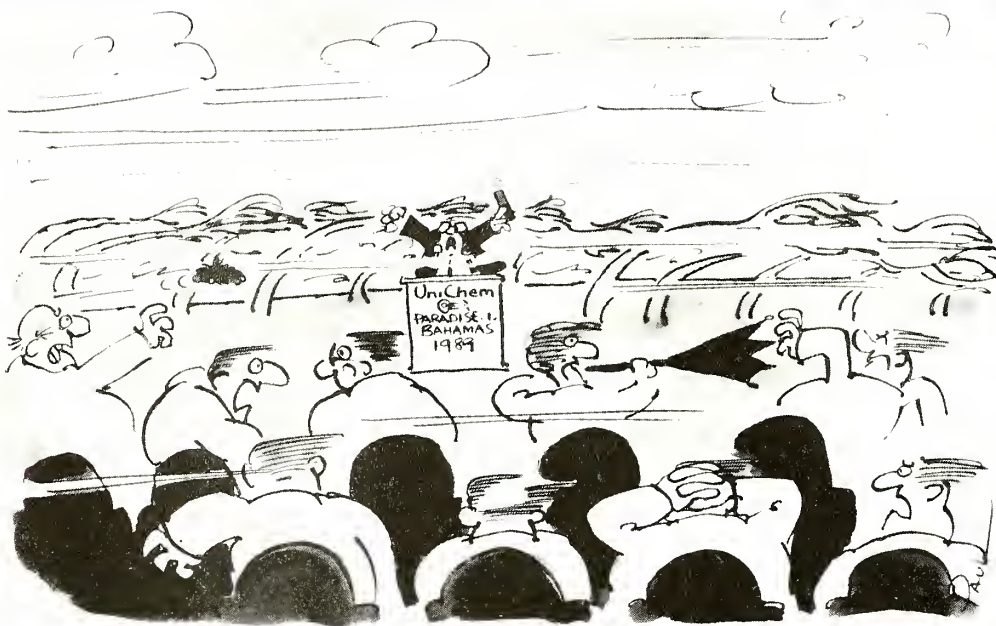
PSNC secretary Steve Axon says that the Committee is tackling the problem head on. "Chemists are not required by their terms of service to supply appliances in the same way that they have to supply drugs with reasonable promptness," he told C&D. "But we believe all contractors should supply appliances as part of a full pharmaceutical service. The proposal that payments should be equalised was put to the last LPC Conference and we have put that point very strongly to the Department of Health."

Figures calculated by the Prescription Pricing Authority for a pharmacist with a pharmacy and a separate appliance contractor's business, illustrate the discrepancy between the remuneration of the two groups. The figures are based on 32 real prescriptions with a total ingredient cost of £875.35.

If supplied by the pharmacy, the total cost of the prescriptions, with discount calculated around 8.2 per cent and including fees, on-cost etc, would be £869.53, according to the PPA. If supplied by the appliance contractor, the total cost would be £1,095.62, over £150 more.

Looking at individual prescriptions, only two, both with net ingredient cost under £2, would cost more — £0.10 and £0.13 — if they were dispensed by the pharmacy. In the other 30 cases, the prescriptions would cost more if supplied from the appliance contractor, because of the 25 per cent on-cost element.

In four cases the difference was over £10 with one, with a net ingredient cost of £196.34, which would cost the NHS £191.09 at the pharmacy (over £5 less than the net ingredient cost!), but £245.46 at the appliance contractor, a difference of £54.37. It is figures like these which have led some pharmacists to claim that pharmacies could actually make a loss dispensing appliances.



"Is this another act of Dodd?"

Hospital pharmacists issue pay "challenge"

Hospital pharmacist negotiators have dismissed thoughts of industrial action as they seek an improvement in the management side's 6.5 per cent pay offer. Instead, the Guild of Hospital Pharmacists is going to ask its members to work harder to advance the practice of hospital pharmacy.

This apparently contradictory approach compared with other NHS workers like the ambulance men who are operating an overtime ban, is coupled with a challenge to the management side to give a positive response to redoubled efforts.

Hospital pharmacists rejected by 84 per cent to 16 per cent the 6.5 per cent offer, made, says Guild general secretary Dr David Bird, against a background of 7.9 per cent inflation and average earnings rising at over 9 per cent.

At the joint meeting on September 20, however, the staff side team said they were heeding the comments of Secretary of State Kenneth Clarke in relation to the ambulance dispute, and were returning to talk to the management side. They said the absence of industrial action "makes it even more important that we are seen to resolve our difficulties by rational and sensible means" and that "patients, the hospital pharmacy service, NHS management and the Department cannot afford a parsimonious, partial or negative response".

With the ball firmly back in their court, the management side requested an adjournment, which pleased Dr Bird. He said: "I think they were surprised by the initiative the staff side has taken and it is gratifying they want to consider our statement with care."

In its submission to the meeting, the staff side says that the difference between the two sides is small. To further the prospects for a settlement, they are prepared to move away from their 10 per cent claim and would consider a settlement "below 10 per cent which would maintain our members' standards of living". They are willing to discuss end-loaded or staged agreements, or a reduction in the period of backdating.

However, the staff side also expresses the hope that should the question of conciliation and/or arbitration arise, management will consider it on its merits.

The submission also points out that health service negotiations traditionally ignore questions of productivity and efficiency, spheres in which hospital pharmacists have been pioneers. "All sides have applauded their efforts to bring about the rational, productive and efficient use of medicines in hospitals. So successful has this process been, that the profession is poised to take those advances into the primary care services.

Opticrom viscous withdrawn

Fisons have withdrawn the viscous formulation of Opticrom eyedrops, introduced five months ago, because of increased incidence of stinging and blurred vision.

An exceptional hay fever season has resulted in record sales of one million units since the launch which has brought to light 229 cases of blurring of vision and ocular stinging, says Fisons. Only about 29 such reports had been made in 13 years experience with Opticrom aqueous.

From October 2 all prescriptions for Opticrom eye drops should be met with Opticrom aqueous. Any stock of Opticrom eye drops (5ml) should be returned to wholesalers as soon as possible, for full credit.

Exactech test strips Following an approach by PSNC, distributors Unicare say they do not plan to offer the line (available only direct with no discount) through wholesalers. Neither will the Department of Health be including the line in the "zero discount" section of the Drug Tariff. PSNC say this is unacceptable — it means pharmacists may be dispensing the shops at a loss.

Discount inquiry PSNC remind the 10-15 per cent of the sample who have failed to respond that if they fail to do so they will be in breach of their terms of service, and could have remuneration held back.

WHO report to recommend Euro standards of practice

Community pharmacists can expect their clinical role to develop further over the next few years, with recognition of their contribution to preventive health care, education and research now embodied in Europe-wide standards of practice.

The 16th National Conference of Drug Information Pharmacists in Hertford on September 21, heard that a World Health Organisation report on pharmacy in Europe, to be published shortly, is to recommend standards of practice which establish the pharmacist firmly in the mainstream of health care. Tony Shafford, district pharmaceutical officer, Romford, and President of the European Society of Clinical Pharmacy, reported that the importance of traditional functions such as supply and extemporaneous dispensing had been re-emphasised but there was also clear support for professional development.

It was the pharmacist's responsibility to ensure a prescription was dispensed as the prescriber intended and, significantly, to the optimal benefit of the patient. "This acknowledges that the pharmacist has a role to advise and challenge the prescriber's intention," Mr Shafford said. To achieve that, the pharmacist should have ready access to information from centralised services such as the NHS drug information network.

Pharmacists must communicate with other health professionals and work closely with doctors to develop a common approach to the use of medicines. "This is an opportunity for opening a dialogue with our professional colleagues", said Mr Shafford.

The future is one of greater consumer awareness and more patient-orientated pharmacy, said Mary Tompkins, principal pharmacist in priority care and community liaison for North East Thames RHA. Pharmacists, she said, will become more effective in reporting adverse reactions. Community pharmacists had already demonstrated that they were willing and able to become

involved in research and, she reported, a local project with the elderly had shown that pharmacists detected adverse events that the GP had been unaware of. The need to measure the real risk of adverse reactions underlined the importance of reporting adverse reactions, said Professor Mike Rawlins, a member of the Committee on Safety of Medicines, but he did not support reporting by community pharmacists. "A yellow card is a professional judgment on a causal link between symptoms and a drug," he said. "That's not possible for a community pharmacist except for P or GSL drugs which are, by definition, relatively safe."

New contract guidelines favour natural justice

Proposed new guidelines to FPCs on control of entry to pharmacy contract emphasise natural justice and are a considerable improvement over the existing version, according to the Pharmaceutical Services Negotiating Committee.

The draft guidelines clear up the question of appeals on minor relocations, saying there can be an appeal if the application is rejected initially, and that both sides of the

argument should be heard.

The declaration of interest provisions have also been altered, so that members of local representative committees are not precluded from pharmacy practice subcommittee membership, and the fact that an LPC has made representations on an application should not bar an LPC member from taking part in PPSC proceedings.

PSNC is disappointed that there is no change to allow common membership among full members of the PPSC and the dispensing subcommittee. This advice has no basis in the regulations, says PSNC secretary Steve Axon. PSNC is also concerned that dispensing doctors are no longer precluded from PPSCs.

PSNC's comments have been submitted to the Department.

Urgent action needs to be taken to improve the quality of life in local authority residential homes for the elderly, David Mellor, Minister for Health said last week.

A survey of 42 homes, by the Social Services Inspectorate, has revealed a wide variation in standards of care. Local authorities are unable to keep a reasonable check on their homes because of inadequate management systems.

Department of Health plans for community care will require local authorities to establish inspection and registration units, to check on standards in these homes, said Mr Mellor.

LPC elections next year

The new constitution for local pharmaceutical committees and the Pharmaceutical Services Negotiating Committee has been approved by the Secretary of State, allowing elections to be held next year.

PSNC is keen to encourage pharmacists to stand, particularly employees. Only 30 seats were contested in 98 LPCs the last time elections were held.

Employees will be invited to register for the elections towards the end of October, with a closing date of December 1. The election notice and nomination forms will be issued no later than January 5, 1990. The results will be declared on March 16, 1990.

FPC disquiet

Suspensions that FPC administrators are being denied appointments to the new FPC general manager posts by intervention from regional health authorities are aired in the editorial column of this month's *The Family Practitioner Services* journal.

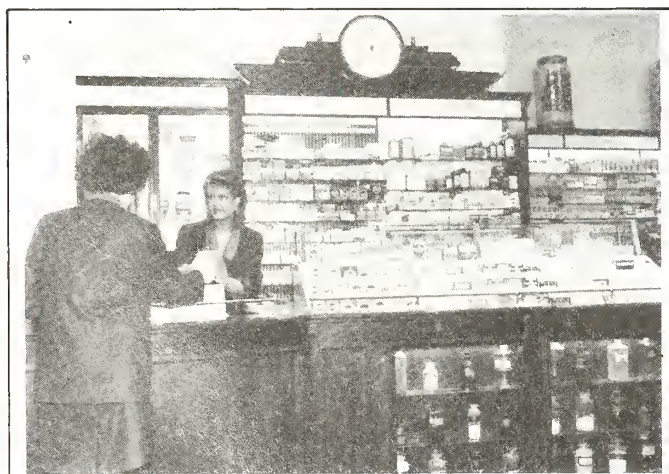
The journal notes that there is something "strangely odd" about the pattern that has emerged. "It is obvious that regional chairmen and general managers have influenced the selection of FPC general managers. In many cases this has been disproportionate to either their knowledge of FPC work or the calibre of the candidates. If half the rumours about the way appointments have been made are true, then the great sadness is the apparent waste of talent."

Of the 68 general managers named 40 were previously FPC administrators. Eleven FPCs are listed as having made no appointment.

Vestric donate

Vestric are to distribute donor card leaflets to pharmacies again this year. Produced by the Department of Health, the leaflets come in a holder for counter display and advise customers how to obtain donor cards. The distribution has been arranged through Mates Healthcare whom the Department asked to help because of their wide contacts with retail outlets and with the Healthcare Foundation.

Kits will go to 7,000 pharmacies — Vestric customers and some non-customers — in the next couple of weeks.



Fit for the Nineties — John Bell & Croyden in London's Wigmore Street, Macarthy Pharmaceutical's flagship pharmacy, has undergone a £1m transformation. The premises have been enlarged to 15,000 sq ft and now incorporate consulting rooms where specialists offer aromatherapy, osteomy, chiropody, physiotherapy and hearing aid services. Computer terminals on the medicines counter allow dispensed medicine labels to be typed in when prescriptions are received and printed out in the dispensary behind. The invalid care section boasts an impressive display of wheelchairs, and you can buy anything from a stethoscope to a full human skeleton

Boots to offer Manrex service to homes

Boots are introducing the Manrex blister pack unit dose system in several of their High Street dispensaries to service residential homes which they anticipate signing agreements with in the near future.

The company says it has been approached by various local authorities and health authorities. When the residential home scheme negotiated by the Pharmaceutical Services Negotiating Committee is finally introduced each pharmacy will be remunerated for servicing up to five homes.

With over a 1,000 outlets, Boots are in a position to make a considerable impact if the Manrex system is extended nationally. It effectively provides unit dose blisters of dispensed medicines and could overcome many of the storage and administration problems associated with drugs in residential homes.

Boots will also be keeping patient medication records to be held locally at branch level, said company spokesman Mike Caldwell. Presumably these could be centralised at a later date on a central computer should the scheme prove successful.

Mr Caldwell stressed it was local authorities that had approached the company, not *vice versa*. He would not confirm circulating rumours that Avon and Cheshire were areas where the Manrex system may be installed.

RDC appointments

PSNC nominees serving on the Rural Dispensing Committee until April 1992 are Messrs Coleman, Walker and Plumb. Their deputies are Messrs Ross, Silverman and Allen. The medical members are Drs Bramwell, Farrow and Walshaw; the lay members Mrs M. Tudor SRN, Mr M. Butler and Mrs S. Jones; and the chairman is Mr Patrick Brenner.

Manrex UK Ltd have moved to c/o Link Way, Astonfield Industrial Estate, Unit 3c, Carver Road, Stafford, ST16 3HT. Tel: 0785 211082. Note that this address is not as quoted in the Residential Homes Training Pack.

TOPICAL REFLECTIONS

by Xrayser

What a response!

What a marvellous response to my pieces on appliance fees! My thanks to all those who responded. There is an abuse of the system which makes us, if not unwilling suppliers, unable to make even a minimal margin to cover overheads. There is no way we can give a decent standard of service while maintaining economic sense. Other letters published last week make the point perfectly. PSNC needs to get off its collective backside now to address this matter.

Mike Brinings' comments do precious little to advance matters. If he is saying appliances supplied via pharmacies have to be paid for from within any existing sum earmarked for pharmacy services he should have made this clear. And if this is the case where does the money paid to appliance contractors come from? I don't care how it is seen. The reality is a grotesquely unsatisfactory and unacceptable situation.

I suggest it would help PSNC a lot in its lobby on this matter if we as individuals photocopied the admirable letter from Martin Bennet in last week's *C&D* and sent it to our own MPs. As a matter of course LPC's should pay more than lip service to doing something about it.

The Big Bang

In thinking about what has been happening to us over the last five years, it is apparent our profession is coming to a point of fundamental change. I liken it to the big bang (because I like the image it creates), but make no mistake, the effect will be as great if we can but grasp it. If we don't then we are a doomed group. The reality of Government pressure already means we have lost the security of the cost plus contract. Formerly if we made significant changes in practice to improve the



quality of our service, these changes were ultimately reflected in payments made to us.

Today we face much bigger investments if we are to continue serving the public in a responsible way. We bought typewriters when we were urged to do so. Most have now moved to some form of computerised labelling. It's quicker and the programs incorporate warnings for the patient, while the more elaborate have all sorts of gizmos from stock control to drug interactions and patient records.

With the regularisation of our services to the various residential and nursing homes there is a need to demonstrate what we do in tangible form, for which it appears some limited payments will be made. It looks as though now is the time to dig into our Maggie banks (used to be called piggies?) and lay out about £3,000 or so on a really effective patient record system with full back-up. It's a major business expense, allowable for tax, but one I think essential if we are to survive.

It is no longer enough to be able to supply what is called for on NHS scripts. We have to demonstrate beyond doubt the quality of our training. And then, maybe, we can call for proper recognition from an intransigent Government, assuming, of course, it survives beyond the next election.

Computer repeats

My local practices have now all moved to computer programming for scripts. One has a system which apparently codes the information, so their computer printed repeat order form, while giving the drug name, imparts no further information. It is not satisfactory since we lose the last means of checking a patient's treatment before having to 'phone the surgery. Since 90 per cent of patients are far from stupid, it is exasperating for them as well.

COUNTERPOINTS

Bebelac have herbs and rice

Bebecalm is an instant herbal drink for babies and children, being introduced by Bebelac.

The ingredients are dextrose, and extracts of fennel, camomile, anise, melissa, thyme, liquorice and peppermint. Made up with water, the drink contains no added preservatives, artificial colouring or flavouring, and each pack (about £1.35) provides about 40 servings.

Also new is Rizini baby rice cereal (180g, about £0.75) for infants of three months and over. The ingredients are vanilla-flavoured rice flour and vitamins A, B, C, D, E, sweetened with 2.3 per cent sucrose. It can be made up with milk or water or added to soups, fruit puree and mashed vegetables.

Free from lactose and gluten, the cereal contains no preservatives or artificial colouring. *Bebelac (UK) Co Ltd. Tel: 01 727 8493.*

More toys with Farleys

To coincide with peak demand for toys, Farleys are launching a Christmas offer to support Breakfast Timers.

The promotion will run from mid October to December and offers the chance to buy a Kiddicraft gift set worth £12.95 at the special price of £5.98, plus three proofs of purchase.

The promotion will feature on all four variants of Farley's Breakfast Timers — oats and apple, muesli, fruit and yogurt and sunshine wheat.

Brand manager Julie Sheard, comments: "Having enjoyed an excellent response from a similar on-pack promotion last year, we know that this offer will stimulate high levels of consumer demand. We are advising retailers to stock up well in advance." *Crookes Healthcare. Tel: 06062 507431.*



Cow & Gate launch bottled ready-to-feed

Cow and Gate are entering the ready-to-feed baby milk market with the launch of Premium and Plus RTF as an extension to their existing range of powders.

Cow & Gate have gone for glass bottles in contrast to the tetrabriks used for RTFs currently on the market. The company says that its bottles, which only require a locking ring and teat in order to create a "ready meal" for baby, are truly ready-to-feed, not just a ready-mixed option.

Like Wyeth, Cow & Gate see the market for ready-to-feed in convenience, affording mothers more freedom and mobility. The

babymilks market itself is buoyant, with a rising birth rate and extended use of infant formula.

The new RTF's have exactly the same nutritional profile as the existing Premium and Plus powder milks, and Cow & Gate suggest they are placed on-shelf next to their powder equivalent to convey this to mothers.

Two sizes are offered — 100ml £0.35 and 200ml £0.49 (rsp) — available in cases of 12.

The bottles have safety button caps and tamper-evident sleeves, and have a shelf life of 12 months. *Cow & Gate Ltd. Tel: 0225 768381.*

Jackel get four eyed

Jackel International's new Tommee Tippee range of sunglasses (£0.99 each) are intended for small children, and are said to be the first branded kiddies sunglasses for the UK.

Also launched is a range of sunglasses aimed specially at the 11-12 age group — Jackel's primaries range (£1.99 each). *Jackel International Ltd. Tel: 091-250 1864.*

Play Tub's Christmas snowman

During the Christmas season, packs of Deep Fresh Play Tub will be shaped like a smiling snowman.

The design will reflect the new packaging design say *Reckitt & Colman Products Ltd Pharmaceutical Division. Tel: 0482 26151.*

Kamillosan for baby

Norgine Consumer Healthcare have launched a baby cleansing bar and a baby lotion into their Kamillosan range.

The products are described as suitable for mother and baby and contain natural camomile, said to be particularly suitable for delicate skin.

The new products join the original Kamillosan ointment. The cleansing bar (£1.49) is soap and perfume free and is pH balanced at 5.5.

The cream (£1.59) is said to provide a protective barrier against nappy rash.

The range has been given a new yellow livery to reflect its natural basis and is supported with a £150,000 advertising campaign.

This will break early next year in the mother and baby Press. There will also be extensive samplings through health care professionals and magazines say *Norgine Ltd. Tel: 0865 750717.*



Gentle pads

Vantage have introduced an own label range of shaped disposable breast pads.

The breast pads are a "first" for the company and are manufactured from environmentally-friendly pulp, offering increased absorbency where it matters most, says the company.

Boxed in 50's, they are sold in trade outers of six at a trade price of £6.60. Recommended retail price is £1.75 per pack of 50 breast pads. *AAH Pharmaceuticals Ltd. Tel: 0928 717070.*

THE LIGNOCAINE PLUS

Bradosol
Plus WITH LOCAL
ANAESTHETIC

- QUICKLY NUMBS SORE THROAT PAIN
- COATS THE THROAT
- HELPS FIGHT INFECTION

24 lozenges

C I B A

Bradosol

SOOTHES
SORE THROATS

- ANTI-BACTERIAL FIGHTS INFECTION
 - SMOOTH, THROAT COATING ACTION
 - MENTHOL AND EUCALYPTUS FLAVOUR
- 24 lozenges

C I B A

Rapid relief of 'painful to swallow' sore throats.

Bradosol Plus is the first sore throat lozenge to include the topical anaesthetic Lignocaine Hydrochloride. Lignocaine has a rapid onset of action that has been widely used by throat specialists to ease pain.

C I B A

Bradosol Plus

Presentation Lozenges containing 0.5mg domiphen bromide BP and 5.0mg lignocaine hydrochloride BP. The lozenges are flat, round and pink with a diameter of approximately 16mm and impressed CIBA on one side and BRADOSOL PLUS on the other. They contain sucrose. **Uses** Symptomatic relief of sore throat. Bradosol Plus alleviates soreness of throat and associated difficulty in swallowing. **Mode of Action** Domiphen Bromide has an antimicrobial and fungicidal action on a wide range of pathogenic organisms including those most commonly associated with upper respiratory tract infection. Lignocaine hydrochloride is a local anaesthetic, with a rapid onset of action that has been widely used to anaesthetise mucous membranes. **Pharmacokinetics** The limited data available suggest that systemic absorption of domiphen bromide occurs only on an insignificant scale. Lignocaine hydrochloride is readily absorbed through the mucous membrane and is extensively metabolised. The products of metabolism are excreted in the urine. **Dosage and Administration** Adults and Elderly One lozenge to be sucked every 2-3 hours and no more than eight lozenges per day. Duration of use 4-5 days. **Children** Not recommended for children under 12 years. **Contraindications** Wernicke's, etc. **Use in Pregnancy and Lactation** Domiphen bromide: No animal data on teratogenic effects have been reported, nor has therapeutic experience extending over many years yielded evidence of any harmful influence on development of the embryo and/or foetus. Nevertheless, during the first three months of pregnancy, Bradosol Plus, like all medication should only be employed for compelling reasons. It is not necessary to contraindicate the use of Bradosol Plus in lactating mothers. **Contraindications** Known hypersensitivity to domiphen bromide or Lignocaine hydrochloride. **Precautions** In the unlikely event of a hypersensitivity reaction occurring with Bradosol Plus, the treatment should be discontinued. Where Bradosol Plus is being taken as self-medication, the patient should consult a doctor if the symptoms are still present after about five days of treatment and/or if fever develops. **Drug Interactions** None clinically important. **Side Effects** Only in very rare cases have there been reports of local hypersensitivity reactions in the form of local reddening of the mucous membranes and swelling of the pharyngeal mucosa giving rise to difficulty in swallowing. **Overdosage** No cases of overdosage have been reported to date. **Pharmaceutical Precautions** Protect from heat and moisture. **Legal Category** Pharmacy only. **Packaging Quantities** Cartons of 24 lozenges consisting of blister pack modules each containing 12 lozenges. **Further Information Nil** **Product Licence Number** 0001/0123. **Retail Price** £1.31. CIBA and BRADOSOL are registered trade marks.

It's a gift from B Pure

B Pure have launched two gift packs in time for Christmas.

The gift set for men is packaged in black and contains a shampoo, conditioner and foaming bath oil (£5.99).

The pack for women also retails at £5.99 and contains the same items packaged in white. All products are in 50ml containers. Orders of ten sets come with one free, says the company.

All products are allergy tested and have not been tested on animals, says the company. They contain herbal extracts and the main ingredients are said to be pure crushed silk and royal jelly.

The company has also added three new products to their mens range. A 200ml shampoo (£3.30); a conditioner (200ml £3.30); and a bath oil (200ml £4.85).

These products also contain pure crushed silk and royal jelly says the company. *B Pure. Tel: 01 489 0903.*

Unichem skin care

Unichem have launched into the skin care market Gentle, a range of fragrance free cleansers.

The range is a first for Unichem and is the result of eight months research says assistant marketing director Tony Foreman.

It is colourless, has not been tested on animals and is said to be hypo-allergenic.

The range comprises: eye make-up remover (£1.49); cleanser (£1.49); toner (£1.49) and moisturiser (£1.59 — all 150ml).

The range is said to offer a 47 per cent profit on return and retailers making orders between October 1 and November 30 will receive a 20 per cent discount say *Unichem. Tel: 01-391 2323.*

Fertile promotion

Global Pharmaceuticals announced advertising plans for their fertility testing kit.

The company say they will promote the product in the consumer Press, including *Woman's Own*, and in a number of regional newspapers. The campaigns will start in the next month. *Global Pharmaceuticals Ltd. Tel: 01-542 7231.*



Alberto make range all clear

In an attempt to "further demonstrate a concern for the environment", Alberto Culver have introduced the Pure and Clear haircare range.

The collection is completely colourless and all the formulations are said to be biodegradable and non-animal tested.

All seven products come in PET packaging which is described by the company as recyclable, efficient to produce and can be incinerated without toxic fumes.

Pure and Clear comprises: two shampoos (300ml £1.49) — one for frequent use and the other for extra volume; a gentle foaming conditioner (250ml £1.49); a leave-in conditioner (200ml £1.99) which comes with a refill (£1.59); two ozone friendly pump-action hairsprays (200ml £1.89, refills £1.49) and a gel spray (200ml £2.09, refill £1.49). The range will be supported with a £5m television campaign. *Alberto Culver. Tel: 0256 57222.*

Tasty weight-loss from Oxford

Oxford Natural Foods have reformulated their five day Oxford diet for "extra taste".

The complete five day meal pack (£9.95) now contains five varieties of fruit meal replacement bars instead of two, and two soups instead of one. The company has also added eight amino acids to the formulation.

The range is said to provide all of the recommended daily nutrients, calories and fibre necessary to maintain health.

A full range of point of sale material is also available including counter stands, window posters leaflets and free testing samples. *Oxford Natural Foods Ltd. Tel: 0793 512744.*

A G Barr are sponsoring this year's Tiree Wave Classic — the British National Wave Sailing competition, beginning in October. The company's Pripps Energy drink will give its name to the event, which will be officially known as the Pripps Energy Tiree Wave Classic. *Barr Soft Drinks Ltd. Tel: 0942 882691.*

It's Bold

Alberto-Culver are supporting their Bold Hold styling range with a £1.5m television advertising campaign. The 20-second commercial themed "Hold hair long, holds hair strong", will be featured in TSW, Anglia, Granada and Ulster regions until October 15 with a second burst covering the remaining television areas in January. *Alberto-Culver Ltd. Tel: 0256 57222.*

Television Magnivision

Magnivision reading glasses are going on television for the first time.

A combination of 10 second and 30 second commercials featuring Magnus Magnusson, will be screened on Grampian, Scottish Yorkshire and Central Television over the next four weeks.

The television campaign with a spend of around £1m, coincides with a national newspaper and magazine programme running until the end of the year. *Magnivision Ltd. Tel: 0782 577055.*

The Ultimate in nails are Elegant

Original Additions have added Ultimate, a nail care treatment programme, to their Elegant Touch range of nail care products.

The range is said to contain Kerapocral, a combination of keratin, protein and calcium, to give strength to the nails.

It comprises: nail dry, (£2.95) said to instantly dry nails and prevent smudging; nail hardener (£4.95) said to improve the strength and condition of the nails and a nail mask (£4.95) containing protein, calcium and vitamin E aimed at helping growth, strength and flexibility.

The range will be available at the beginning of November. *Original Additions. Tel: 01 573 9907.*

Seasonal Wigmore

Wigmore Products have announced details of three Christmas bonus parcels for Acqua di Silva the range of male grooming products.

The bonus promotion offers chemist retailers free Acqua di Silva products to the value of £104.90, £45.30 or £19.50, with the purchase of three set Christmas parcel variations comprising of selected products from the range, to the value of £482.28, £242.55 or £148.98. *Wigmore Products. Tel: 01 965 1520.*

Colgate is updated

Colgate Palmolive have relaunched their Palmolive shaves collection in the final stage of a revitalisation programme covering the entire toiletries collection.

The range comprises: brushless shave cream (£1.19), lather shave cream (£1.19); shave foam (£0.95); shave stick (£0.39) and a new shave gel (£1.39).

All products have been given an "updated" look which includes the new Palmolive graphics, says the company.

The relaunch will be supported with an introductory offer of 25ml free on all shave foams. *Colgate Palmolive Ltd. Tel: 01 580 2030.*

THE AMAZING NEW KODAK BATTERY PROMOTION IS NOW ON VIDEO



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Kodak, Xtralife are trade marks

“From the makers of Kodak Batteries comes their most Powerful Promotion ever...”

“A remarkable Promotion... linking Kodak Batteries with Kodak Video Tape at this important selling time is pure genius...”

“Simply brilliant, just send 3 packs of Kodak Xtralife Batteries for a FREE Kodak Video Tape worth £3.99RRP”

Money off promotion on Marcel

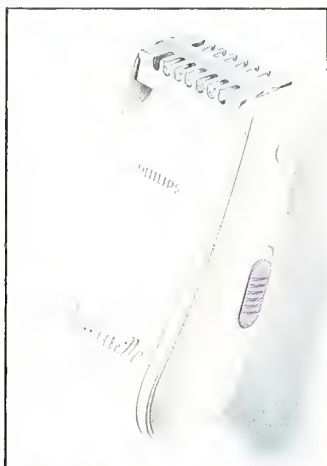
Nicholas Laboratories have relaunched their Louis Marcel nail collection and are promoting Louis Marcel facial hair treatments in a series of money-off promotions.

The nail range now includes a quick set nail repair glue (bottle £1.45; one-drop pen £2.45); a quick set nail tip kit including 24 assorted nail tips glue and a manicure stick (£3.45); quick set nails — a set of 20 nails, and 40 adhesive tabs and quick set nail dry spray (£2.25).

Money-off coupons on the facial hair treatment products include: 15p off next purchase with facial strip wax; 20p off with facial hair remover and 30p off with facial and body hair lightener.

The coupons are all in-pack and are redeemable against any Louis Marcel hair remover or lightener.

The promotion will be supported with consumer leaflets and a national advertising campaign in the women's Press. *Nicholas Laboratories Healthcare Division. Tel: 0753 23971.*



Philips get to the root

Philips have introduced Satinelle — an electric epilating system which they say is efficient, comfortable to use, compact and achieves long-lasting, smooth results.

A comb stretches the skin and guides the hair towards the rotating hair lifters which remove the hair with the root in the direction of growth. The action guards against breakage and ingrowing hairs and ensures soft

regrowth with legs remaining smooth for up to 42 days, Philips claim. Satinelle fits comfortably into the hand, say Philips, and is designed to be used for difficult to reach places.

Features include an extra long cordset (1.8m) with a two-pin plug and a soft travel/storage pouch. It is neat and easy to travel with as it does not require a transformer.

Suggested retail price is £39.99 and pos material and a guide to hair removal are available. *Philips Home Appliances. Tel: 01-689 2166.*

Combs from Riten

Riten Ltd, usually known for their manicure products, have launched two new ranges. The first is Casalle combs and brushes which are made from boar bristles and come with traditional wood-styled or clear hands. Main stands costs £463 and offer a 33 per cent return, the company says.

The second new range is Iota Cosmetics, featuring an extensive range of eye liners. They retail at £2.30 and come with a free sharpener. *Riten Ltd. Tel: 01-249 4689.*

A UK launch

Following their successful merger with American International Industries earlier this year, Original Additions have launched the American brand name Andrea into the UK.

The range includes Eye Qs, moisturising eye make-up remover pads which are said to moisten and condition (£1.95). They come in two varieties for regular and waterproof mascara.

Also available are Fresh-Ups (£1.95), pure linen blotters for oily skin with 65 blotters per pack; cream bleaches available in three variants: face (£3.95), body (£3.95), extra strength (£3.95) and a cream bleach sachet (£0.99). And Californian mist (£1.95), an atomiser of natural mineral water from the springs in California, is described as ozone friendly and comes in a 2oz size.

The company have also introduced Surgi-cream, a range of depilatory products already on sale in the US, and manufactured by Ardell.

The range comprises a cream bleach for the face (£1.50); a bleach for the bikini and leg area (£3.45); lift-off hair removal strips (£2.75) and brow shapers (£2.75). *Original Additions. Tel: 01-573 9907.*

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HELP CORDA FIGHT HEART DISEASE FROM A DECKCHAIR IN THE BAHAMAS



Corda, the heart charity is holding a great balloon race in October to raise funds for heart research.

Seven Seas already bought a thousand balloons — and one could be yours, free. Claim one and you could win a holiday for two in the Bahamas.

Seven Seas Pulse helps to maintain a healthy heart and Corda research helps too. You and Seven Seas can help Corda together. Write to **Seven Seas Healthcare Limited, Marfleet, Kingston Upon Hull, Hull, HU9 5NJ**

SEVEN SEAS



FREE

Fill in the coupon and we will send you a Free K-Y Jelly self assembly display unit (pictured below).
 Displays 4 x 42g packs and 3 x 82g packs.
 Send to: **Airport Packaging Junction Estates**
 72 Camichael Road, South Norwood, SE25 5LX.
 BLOCK CAPITALS PLEASE

NAME _____
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Over £1,000,000 paid so far to charity

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 ③ CONDOMS
 STRONG, SAFE AND NATURALLY SENSITIVE
 spermiocidally lubricated with NONOXYNOL-9

Tough
 spermiocidally lubricated

Mates
 You make love — t

Keep your profits in sight

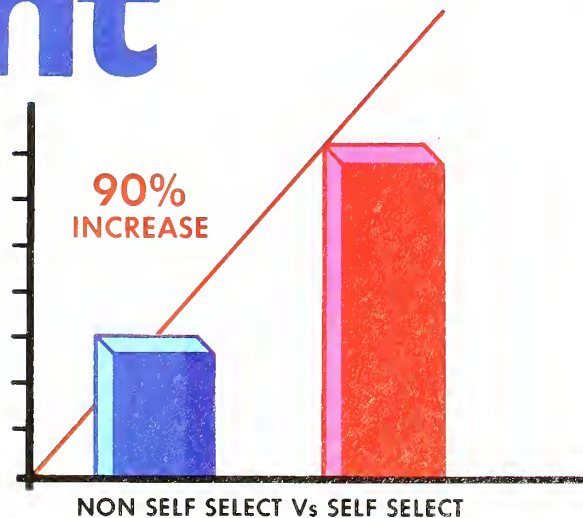
Make K-Y* Jelly available for self selection by your customers and watch your cash rate-of-sale increase by 90%.

This staggering 'fact' has been revealed by a recent Nielsen research study.†

Research also revealed that if your customers can see and select both sizes of K-Y Jelly, they will trade up to the larger size and more than double the rate-of-sale for the 82g pack.

And now Johnson & Johnson are helping to show **you** the best way to keep your profits in sight – claim your Free K-Y Jelly display unit **now**.

† Source: Nielson Special Analysis, March 1989 * Trademark



Arden open the Red Door

Red Door is the latest fragrance from Elizabeth Arden, available later this month.

The fragrance has a bouquet of rich florals, opening with ylang ylang and red roses. It also contains oriental orchard, jasmine, lilly of the valley, forest lillies, fressia and wild violet. It has a faintly spicy note.

It comes in a lacquer red domed bottle with a gold tone trim. A charm fashion accessory is also attached to each bottle.

Red Door is available in parfum (7.5ml £29.50); parfum (30ml £75); eau de parfum spray naturel (50ml £24.50); eau de toilette spray (25ml £12.50, 50ml £19.50, 100ml £29.50).

For Christmas the company has launched two gift sets packaged in re-usable jewel boxes containing talc or body lotion, which will be launched individually next year.

The first gift set contains a 50ml eau de toilette spray, and a 100ml body lotion (£29.50); the second, eau de toilette spray (25ml) and shaker talc (£22.50). A set of two candles costs £25. *Elizabeth Arden. Tel: 01-784 4000.*

Samsara unveiled

The latest fragrance from Guerlain goes on counter from October 23.

Samsara is an oriental type fragrance, based on jasmine and sandalwood. Iris, violet, narcissus, tonka bean, ylang ylang and vanilla, also feature in the composition. Prices range from £24 for the 30ml eau de parfum atomiser to £110 for a 30ml parfum in luxury coffret.

A £1.3m advertising campaign, using television and women's magazines will support the launch. Samples, shelf strips and display material are available. *Guerlain Ltd. Tel: 01-998 1646.*

V05 is bigger

Alberto Culver have introduced a 350ml V05 hairspray.

The new size is available in the extra hold and super hold variants, and was introduced in response to consumer demands for a better value size, says the company.

It will complement the existing 200ml size and will retail at £1.59. *Alberto Culver. Tel: 0256 57222.*



The range is Limited

To celebrate the tenth anniversary of Second Edition eau de parfum, Gallery Cosmetics are launching a Limited Edition collection complete with holograms.

Three of the most popular fragrances, no 2, no 8 and no 9, and a new fragrance no 12 are in a 100ml spray naturel (£3.99). The new fragrance is described as a sophisticated and chic fashion fragrance which has a fresh citrus and floral top note, with ylang ylang, marigold, jasmine, patchouli, tuberose and orange flowers.

Display outers for Limited Edition hold all four fragrance (12 £24.96) or a single scent (12 £24.96).

No 12 has also been added to the Second Edition eau de parfum range along with no 11 — a "sensuous full floral/oriental" and Silver, "feminine and delicate floral blend of rose, jasmine, ylang ylang, patchouli, sandalwood, amber, leather and spice." These three new fragrances (25ml £1.49) are available on a display unit with testers and back up stock (£37.44 trade). *Gallery Cosmetics Ltd. Tel: 0565 50491.*

Fashionable distribution

Fashion Girl, a division of Lion Brushworks, have taken on the distribution of Norton soaps and the Great Pretenders range of designer alternative fragrances.

The ranges are manufactured by Milton Lloyd and the soaps range includes a variety of fruit shaped soaps starting at £0.35.

It also includes gift packs which contain complementary hand and body lotions retailing at £4.25.

The company offers five fragrances ranging from £1.99 for a roll on perfume to £2.95 for an eau de toilette (50ml).

The gentleman's fragrances come in 100ml packs and retail at £4.95.

Fashion Girl have also introduced an eye shadow duo, packaged in a lipstick holder (£0.99). It comes in a combination of shades in blues, pinks and browns and is said to be ideal for carrying in handbags. *Fashion Girl. Tel: 091-268 2288.*

Rapport support

Shulton are supporting Rapport with a £1.9 million advertising campaign in the pre-Christmas period.

The campaign combines national television and Press advertising and will make Rapport one of the most heavily advertised brands, say Shulton. Worth £1.4 million, and running from December 1-23, the television campaign combines 30 second and 10 second slots. The campaign uses the commercial which helped make the brand so successful last Christmas (see p546).

An additional £500,000 will be spent on national Press advertising, with full colour double page spreads running in quality weekend colour supplements. The campaign runs from November 19 to December 3, and features scent strips and a 75p money off coupon. Shulton say that the Press campaign is expected to generate sales worth £1 million in retail terms. *Shulton (GB) Ltd. Tel: 091-237 1231.*

Feet first

Scholl's Hidden Comfort range of footcare products will be supported by a Press advertising campaign running from October to December.

The Hidden Comfort campaign will run in women's monthly and weekly magazines and forms part of a £750,000 Scholl Footcare campaign.

Half-page colour advertisements will demonstrate the Scholl Hidden Comfort range and the invisible advantages of heel grips, heel liners, hosettes and heel cushions, say *Scholl (UK) Ltd. Tel: 01-253 2030.*

Scholl have published a booklet on footcare for diabetics, endorsed by the British Diabetic Association. The booklet, which comes with a display stand, provides practical advice and guidance on how people with diabetes should look after their feet and is available from sales representatives of *Scholl UK Ltd.*

ON TV NEXT WEEK

GTV Grampian	U Ulster	SK Sky
B Border	G Granada	STV Scotland (central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	TV-am Breakfast Television	TT Tyne Tees
Dimension:		
All areas except A, HTV, TVS, TV-am		
L.A. Looks:		
LWT, C, G, C4		
Listerine:		
GTV, U		
Minadex:		
TV-am		
Nicobrevin:		
STV, Y, C4, ITV		
Panadol:		
All areas		
Plax:		
All areas except CTV, LWT, TTV, C4		
Sanatogen:		
TVS, LWT, TTV		
Signal toothpaste:		
All areas except TV-am		
Tampax:		
U, STV, BT, G, Y, C, HTV, TSW, TT		

NEW



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- We're flexing our muscles on shelf with the most exciting brand development idea in the market – unique formula Radian-B Mineral Bath Salts and Liquid.
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Radian-B
■ RADIATES RELIEF

FOR FURTHER INFORMATION RING
FISONS CONSUMER HOTLINE
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EXTENSION 3045

Fax Facts

The Pharmaton Fax of Life, has been launched, a pocket-sized guide containing health tips and advice, for all the family to keep their own records. It forms the basis of a major promotional campaign.

In a trade promotion run by Unichem, the fax will be offered free with orders for Pharmaton capsules. For consumers, the fax will be available through offers in the national Press, as well as regional competitions. *Unichem. Tel: 01-391 2323.*

New-look

Unichem have repackaged and updated their cotton wool range and their mansize tissues.

The cottonwool range has been repackaged with a new blue and green logo. It comprises cosmetic pads (100s £0.82) cleansing puffs (coloured £0.75) and cleansing puffs (white £0.73).

The cotton wool rolls and pleats have been reformulated in 100 per cent pure cotton, says the company. Pleats come in 45g (£0.38) and 180g (£1.09) and the rolls are available in 90g (£0.51) and 300g (£1.43).

The mansize tissues now come in an updated black and green pack (£0.74), and the repackaging forms part of the company's general Christmas promotion, say *Unichem. Tel: 01-391 2323.*

Colour blind

Dylon International's trimmed down and relaunched range of dyes is to be the subject of a major advertising campaign early next year aimed at the 18-35 age group. *Dylon International Ltd. Tel: 01-650 4801.*

William Freeman launched their Garfield Cat (£9.85) hot water bottle at Chemex. The licensed Garfield design is based on a size three Suba-Seal bottle covered in a furry, washable material in the shape of the Garfield Cat. This new bottle compliments the two Garfield badged bottles 1A126 (£4.64) and 1A127 (£3.05). *William Freeman & Co Ltd. Tel: 0226 284081.*

Agfacolor are launching a 400 ISO rated film in 135-24 and 36 exposure sizes on October 1 to add to their existing XRG100 and 200 films. The XRG will be supported by POS material and consumer leaflets. The suggested retail price is £3.29 for 24 exposures and £4.19 for 36 exposures. *Agfa Gevaert Ltd. Tel: 01-560 2131.*



Healthlife go out to sea

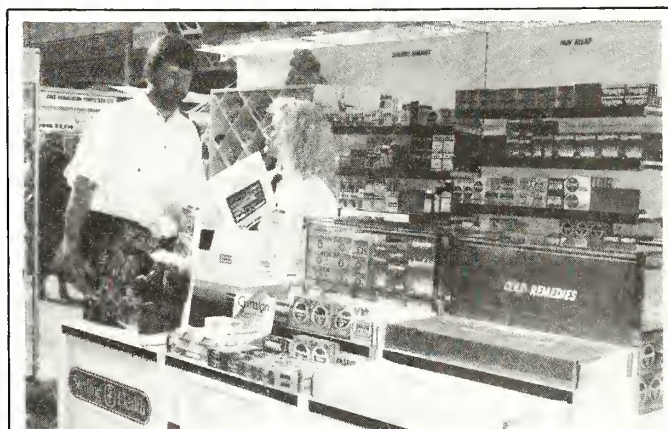
Healthlife have relaunched their marine oil supplements and added a new product to the range.

Fish oil complex contains the fatty acids docosapentaenoic acid 26mg and eicosapentaenoic acid 70mg and vitamin A 2500iu and vitamin D100iu. The dose is one capsule a day (60 £2.99). Repackaged cod and halibut liver oil variants have a new, stronger formulae.

One a day cod liver oil capsules contain 400mg cod liver oil, 2,500 iu vitamin A and 100iu vitamin D

(60 £1.99; 120 £3.75). Cod liver oil capsules contain 315mg cod liver oil, 625iu vitamin A and 62iu vitamin D and two capsules should be taken three times a day. Three sizes are available: 120 (£1.95), 240 (£3.75) and 480 (£7.25). Halibut liver oil capsules with 88mg halibut liver oil and 400iu vitamin A, come in 100s (£1.69).

POS material includes a range dispenser, a window display kit and there is a prize draw for retailers. *Healthlife Ltd. Tel: 0274 595021.*



Community pharmacist Mike Noblet of Buckhurst Hill, Essex, gets a run-down on Sterling Health's analgesics planogram from trade planning manager Alison Plant. The company caused something of a stir by merchandising products from other manufacturers as well as as their own on the stand. "We got lots of comments 'Are you doing Nurofen now...?' Alison told C&D. Sterling Health representatives have used the planogram to remerchandise hundreds of pharmacies throughout the country.

Vitmists

A novel way to take vitamins has been introduced by Stafford Pharmaceuticals. Vitmists vitamin sprays come in four variants — vitamin C, B complex, multivitamin (£2.38) and GLA (£3.38).

The vitamins are formulated in an aqueous solution and sprayed in a metered dose through a natural pump (not an aerosol). Absorption is rapid and tablet-swallowing problems are avoided. Each spray contains one month's supply.

The company is also launching Epavitol junior blackcurrant-flavoured multivitamin syrup combined with cod liver oil (30 days supply £2.99). *Stafford Pharmaceuticals. Tel: 0785 211744.*

Latest leak

Swaddlers claim to have come up with a way to make Togs disposable nappies leakproof.

Grooves running around the legs contain super-absorbent crystals which turn to a gel when wet and prevent seepage. The new improved nappies are being supported with a £2m television campaign between September-December. *Swaddlers Ltd. Tel: 091-482 5566.*

Keystone

Keystone Cameras are introducing two new compacts for the Christmas selling season.

First of the new cameras is the latest 35mm Le Clic which will be in the shops in October. It features a facility to ensure even the most thick-fingered can load a film easily. The company are also launching a new twin lens Telewide camera. The model will not be available in bulk until next year but there is a limited stock available now. *Keystone Cameras (Europe) Ltd. Tel: 0533 751020.*

Jäneke additions

New additions have been made to Giorgio Janéke's upmarket range of combs, manicure sets and dressing table accessories. Velvet make up bags in winter colours — black and burgundy, and black and gold — are being introduced, together with co-ordinated mirrors and combs. *Distributors — Savegreen Ltd. Tel: 01-235 3333.*

Nothing performs like a Microglide. Except a Microglide TV Campaign.



Not for nothing is the Microglide known as the Performance Razor.

It has carved a niche for Bic in the premium sector of the disposable razor market.

Topping a range that includes the best-selling Bic Razor and the sensitive skin Bic Orange.

Its smooth climb up the sales charts is down to two factors. A revolutionary design. And a stunning TV commercial.

This autumn sees a major TV-am/CH4 breakfast-time burst of activity. Running from October 23rd right through to December, the Microglide TV campaign features over 100 individual spots and a predicted coverage of 4,700,000 men.

That sounds like a great reason to stock up.

Because as far as Bic Razor sales go, there's only one thing better than performance.

And that's repeat performance.



MICROGLIDE

THE PERFORMANCE RAZOR

Biro-Bic Ltd, Whitby Avenue, London NW10 7SG.

Orange bounces

Reckitt and Colman are promoting Haliborange on television this Autumn using their familiar "bouncing orange tablet".

The campaign consists of a mix of commercials of different lengths with a reminder that people need extra vitamins from time to time to stay healthy, say *Reckitt and Colman Products Ltd.* Tel: 0482 26151.

Larger Siopel

Care Laboratories say that due to popular demand a 250g size (£2.99) of Siopel cream is to be available from October.

Care have also announced promotions for Savlon and Cepton. Savlon liquid will be promoted in super value packs this Autumn. The offer represents a 20 per cent reduction on rrp with prices of £1.59 for the 750ml bottles and £0.79 for the 250ml size.

Cepton skinwash is available in a trial size of 50ml price-marked £0.49, to coincide with a national sampling campaign in the teenage Press. *Care Laboratories Ltd.* Tel: 0625 535577.

Seven Seas have bought 1,000 balloons to help a charity campaign by Corda to raise funds this month (see p528).

Nicobrevin on TV

Intercare are advertising Nicobrevin on television this Winter. It's part of their £750,000 promotional spend on the brand for the 1989/90 season.

The commercials are to run in Scottish and Yorkshire television regions for four weeks from the beginning of next month.

The advertising campaign will also be supported with new counter and window display materials linked to a display incentive. There are also consumer leaflets and pharmacy counselling information to aid recommendation, say *Intercare Products Ltd.* Tel: 0734 790345.

Cetraben cream is colourless

Pharma Health Care have launched Cetraben, an emollient cream containing white soft paraffin 13.2 per cent and liquid paraffin 12 per cent.

Formulated by pharmacists, the cream has no added colours or perfumes and can be used to relieve dry and severely dry skin conditions such as eczema and dermatitis, say *Pharma Health Care.*

A test market in the London

area saw some pharmacies selling on average ten jars a week and repeat sales were encouraging, the company says.

Packed in 125g jars, the cream retails at £1.99 (£1.25 trade) and is stocked by Vestric and Sigma. Information leaflets and shelf-talkers are available and the company is planning a PR campaign in trade and consumer magazines. *Pharma Health Care Ltd.* Tel: 01-560 3532.

Eye opener from Van Gils

A naked man will feature on a poster advertising the Van Gils man's fragrance from the end of October.

The "role reversal" will be displayed in over 600 sites in the London TV area, 300 in the Yorkshire TV area and 360 in the Granda TV area. Posters will also

be on display in the Eldon Square shopping centre in Newcastle, the Metro Railway Link, Glasgow and Birmingham city centre. The poster campaign is part of a £300,000 advertising spend for 1989, says the company. *Andmaw Enterprises Ltd.* Tel: 0734 328989.

Leaflets on Depend go out

Four million leaflets about the Depend range will be distributed door-to-door throughout the country during October.

The leaflets will contain information on incontinence shields, undergarments and fitted briefs, plus a coupon offering free samples. There will also be money-off coupons for various Kleenex products.

"The leaflets will expand consumer awareness of Depend products. To help pharmacists profit from the increase in demand, we are enclosing the names and addresses of local stockists," say *Kimberly-Clark Ltd.* Tel: 0622 717700.

No headaches

AAH have introduced a range of nine own-label oral analgesics.

Vantage aspirin tablets (300mg) are available in packs of 25s, 50s and 100s, as are dispersible aspirin tablets (300mg). Own-label paracetamol tablets (500mg) come in 25s, 50s and 100s. *AAH Pharmaceuticals Ltd.* Tel: 0928 717070.

PRESCRIPTION SPECIALITIES

Voltarol dispersible

From October 2 Voltarol is to be available as a dispersible tablet.

The Prescription Only Medicine PL000/0134 comes in a 21 tablet pack (three foils of seven tablets £4.68 trade) — sufficient for seven days treatment, say makers Geigy Pharmaceuticals. Each tablet contains 46.5mg diclofenac equivalent to 50mg diclofenac sodium and is triangular, pink, imprinted with "Geigy" on one side and a raised "V" on the other.

Indications and dosage are the same as for Voltarol enteric coated tablets. The tablets give a blackcurrant flavoured drink, which should be stirred to aid dispersion, before drinking.

Pharmacokinetic studies show that the dispersible formulation is rapidly absorbed to give detectable blood levels in five to ten minutes which, say Geigy, compares with at least 45 minutes for the enteric coated tablet. Peak

plasma are reached one to two hours after administration.

Geigy say the pharmacokinetic characteristics of the dispersible tablets mean they are suited to treatment of acute pain. *Geigy Pharmaceuticals.* Tel: 0403 50101.

Caved-S changes

To meet requirements for a product licence review, bismuth subnitrate 100mg has been added to the formulation of Tillotts Laboratories' ulcer healing agent, Caved-S.

Tillotts say the ingredients had been removed some years ago because of unsubstantiated concerns over general safety of bismuth salts. Tablets are now available in an original dispensing blister pack of 180 tablets (£11.25 trade) and other presentations will be discontinued.

The new data sheet does not contain a dosage recommendation

for children. *Tillotts Laboratories Ltd.* Tel: 0727 50561.

New indication for Somatonorm

Somatonorm can now be used for the treatment of short stature in Turner syndrome.

Girls with Turner syndrome have been shown to benefit from growth hormone with growth curves indicating that final height will be significantly increased. Treatment with growth hormone from an early age allows Turner girls to grow and develop to the same height as their peers.

The recommended dose for this condition is up to 0.9iu/kg of human somatotropin. The weekly dose should be divided into six or seven subcutaneous injections or two to three intramuscular injections can be given. *Kabivitrur Ltd.* Tel: 0895 51144.

BRIEFS

Penicillamine tablets have been launched in 125mg and 250mg strengths by Kerfoot Pharmaceuticals. Both are white, round and biconvex with the 125mg (£14.40) marked "PC125" and the 250mg (£24.85, both 100s) marked "PC250" on one side. Both are marked "G" on the reverse. Glibenclamide now comes in an original pack of 28 tablets in 2.5mg (£1.03) and 5mg strengths (£1.07), all prices trade). *Kerfoot Pharmaceuticals.* Tel: 061-330 4531.

Norton have added bromocriptine mesylate 2.5mg tablets to their range. These white, flat, bevelled-edged tablets are coded "BCE 2.5" on one side, and bear the twin triangle logo on the reverse and come in 100 tablet blister packs (£25.55 trade). *H.N. Norton & Co Ltd.* Tel: 01-530 6421.

Approved Prescription Services have launched a 500ml size of lactulose syrup (£3.85 trade). *Approved Prescription Services.* Tel: 0274 876776.



This winter your customers will open wide for Strepsils.

Recent comparative laboratory tests show Strepsils to have superior anti-bacterial action. Which is why they're Britain's best selling throat lozenge in pharmacies. And to make sure it stays that way, we're investing ourselves heavily in a new £2.5m advertising campaign. So if you don't want to be sore this winter, stock up with Strepsils.



Exhibitors say its an 'excellent' show

"Excellent" was a word used by many about this year's Chemex.

"It's been a total success," said Larry Spieler, managing director, MGB Exhibitions, who organised the show. "The message coming through from the exhibitors is the high quality of the customers who visited Chemex to do serious business. It's truly working as a market place for the industry."

Over three-quarters of this year's exhibition space has already been reserved for Chemex '90, to be held at Olympia's National Hall again from September 23-24. The change in venue from Earls Court was appreciated by many exhibitors.

Says Mr Spieler: "It's excellent to have this number of forward bookings at this stage. It's the best possible endorsement of a show's quality and a strong indication of the industry's commitment."

The National Pharmaceutical Association, who were offering a specialist advisory service at Chemex for the first time, reported that business had been "steady", with pharmacists showing most interest in financial aspects and pharmacy planning.

First-time exhibitors, Potters Herbal

Suppliers, decided a Chemex appearance was essential because of pharmacists' growing interest in herbal medicines.

"It's gone very well and we're already booking for next year," said managing director Jeff Hampson. "We noticed particularly that the level of pharmacists' knowledge of herbal medicines is increasing."

Direct Perceptions' marketing manager Peter Philips told *C&D*, "We've been delighted with both the retail and wholesale side and have made some very useful contacts abroad. We've also sold reading glasses to pharmacies who are already stocking other companies' ranges, that is, an educated public."

Wyeth Laboratories' Nick Moulton commented, "It's been the best exhibition ever for orders for our baby milks, particularly the new 1 litre packs of SMA ready-to-feed, and we've been showing at Chemex for seven years."

A similar reaction came from Crookes Healthcare's Neil Murphy, Southern area field sales manager, who reported "the best Chemex ever, in terms of business, since we started to take part four years ago."

CHEMEX '89



Beecham reveal £6m winter ad spend

Beecham have announced a £6 million Winter advertising spend on their cough and cold products. TV advertising, seen by the company as the key medium to inform the consumer about OTC medicines, will take the lion's share of the budget.

■ Day and Night Nurse comes in from the cold with a £1.3m TV campaign running nationally from the end of the year. New counter display units are available.

■ A £900,000 TV campaign kicks off in November for Beechams Powders.

■ Beecham Hot Remedies will be backed by a £1.1m TV campaign.

■ Reformulated Venos (pharmacy sales grew 10 per cent last year) gets £1m support on screen.

■ Resolve, with sales up 23 per cent year on year in a market now put at £14m (rsp), benefits from an £1.4m TV campaign running until the end of December.

■ £200,000 will be spent on a Press campaign for Ralgex.

■ Mac cough lozenges will be available in a smaller 30 tube case size this Autumn, with new pack designs for each variant.

Two new lines from JRC

John Richardson Computers unveiled two new developments at Chemex.

The most important, from JRC's point of view, is the dispensary computer system developed in co-operation with Unichem. The other is JRC's long awaited electronic point of sale system.

The dispensary system, in addition to the standard features offered on all Richardson systems, allows the user to carry out script analysis, keep patient medication records, and run a stock control system using the Prism method already familiar to Unichem members.

An innovation is a facility allowing background transmission of orders while other functions are being used. This happens automatically at preset times. For those who don't know what to do next, the full manual can be called up on screen by pressing a single



Trade customers queue up to register at Chemex '89 last Sunday. The two-day show was held at Olympia for the first time this year with some 260 exhibitors taking around 30 per cent more floor space

function key, giving an instant instruction to the next step.

John Richardson describes his EPoS system as a low cost no-nonsense introduction to this type of technology for independent pharmacists. Starting from £2,995 and based around an IBM compatible till, the unit will either work alone or in conjunction with JRC's

dispensary systems. The system arrives with around 7,000 standard lines pre-entered with wholesaler product codes, EAN codes and prices.

Prices can be updated while sales are being made, and a bar code reader allows speedier sales with automatic price look up on the lines held on memory.

HOW TO TURN CALCIUM INTO CASH

Today, more than ever, women are aware of the importance of calcium in their diets. And if there is one product that has spearheaded this awareness, that product is Calcia.

Well developed, well marketed and well promoted, Calcia has proved itself a winner.

You can't afford not to stock it.


English Grains
HEALTHCARE

Park Road, Overseal,
Burton-on-Trent, Staffordshire
DE12 6JT Tel: 0283 221616



Vetchem take the initiative

Vetchem are believed to be the only co-operative to get a Department of Trade initiative grant (remember those wonderfully expensive "whoosh" television advertisements). And in recognition of the success the venture has enjoyed since its inception 18 months ago that it is shortly to become a limited company. The announcement will be made officially as soon as the papers are received from Companies House.

It was Vetchem's first time at Chemex and representatives of the eight member companies were taking turns to man the stand. Mike Reynolds, of Reynolds & Lewis (Animal Health) in Dorset, reported steady business. "Vetchem is trying to do an 'Ask your pharmacist' type campaign for animal medicines," says Mr Reynolds. "We want to get people to join us and support the idea that pharmacies are the place to buy veterinary

medicines."

The decision to become a limited company means the wholesalers involved are more tied in. "But we can offer services as a company that we could never do as a partnership," says Mr Reynolds. "Business is growing in steady bounds."

Stuart Lowe, of Stuart Lowe (Chemist) Ltd, Thirsk, now has 50 accounts from a zero start when Vetchem was first launched. "There is a lot of interest," he says. "It's just getting pharmacists to take that first step." There is still a tremendous educational job to be done, both to community pharmacists and the public, he believes.



Stuart Lowe (left) with Mike Reynolds, Vetchem marketing executive Neil Davis and Brian Spencer (right)

Gasping for air?

Have you ever been in difficulties with oxygen therapy? Sabre-AAV may be able to offer a solution with their new oxygen therapy helpline. This 24 hour telephone service aims to answer questions on a range of topics, from servicing and maintenance to oxygen supplies overseas for holiday makers.

"If you have a busy pharmacy you don't want to spend three hours answering an oxygen query," says marketing manager Nigel Holmes, "whereas with a quick phone call to us you can get an immediate answer. If we don't know the answer immediately we will try to find out as soon as possible."

An Ansaphone will take messages at night and the company will ring back soon after 8.30am the next day with information. The helpline telephone number is 0252 334581.

NOW
ON TV

Minadex

NEW PERSONALITY, NEW PRODUCTS, N

Minadex is growing up! Born from the famous Minadex Tonic, there's now a choice of health supplements, in a syrup made with real orange juice and one-a-day, chewable orange tablets. It's the only range made

exclusively for children – exclusively from Seven Seas, your adult brand leader.

— 1988 COMA report (DHSS) recommends extra vitamins for all babies aged 6 months to at least 2 years and preferably up to 5.

— Recent DHSS report found high percentages of schoolchildren very deficient in many essential vitamins and minerals.

— Minadex is the only range for children of all ages.

— Minadex now has massive

Cholesterol testing a hit

Some 200 pharmacists have ordered the Ames Minilab chemistry analyser used for taking serum measurements such as HDL-cholesterol, Walid Marzouk, Miles Ltd group systems manager, told *C&D* at Chemex.

A trial being carried out at the University Hospital of Wales is producing "superb" results in showing that the Minilab compares favourably for accuracy with standard laboratory analysis, he says. The results will be published shortly.

The blood sample is taken using plasma capillaries (100, £5.50), which are spun in the Microspin minicentrifuge to separate the

plasma before analysis in the Minilab. The Minilab and centrifuge together cost £770 but Mr Marzouk believes pharmacists can soon recoup the costs by offering cholesterol testing for £5-6.

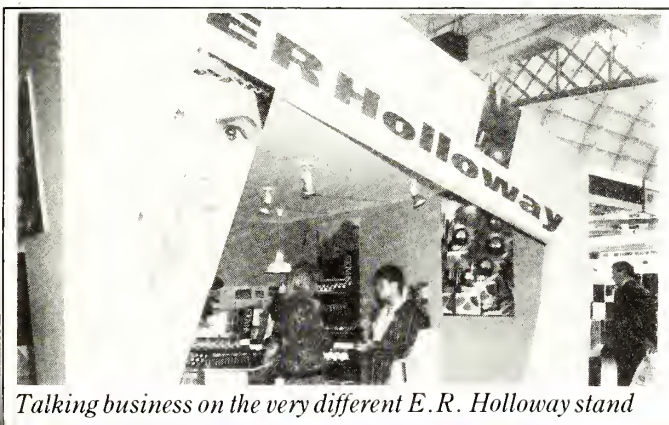
Training on how to use the machine and interpret the results is given in pharmacies by Miles Ltd territory managers, backed by a technical information manual. Dietary advice leaflets are available to give to customers.

The company will soon be launching quality control material to check the machine regularly and to make sure the operator is carrying out the tests correctly.

Elida Gibbs 'delighted' by first day at Chemex

Fred Wilding, national wholesale account manager for Elida Gibbs, reported that the company was delighted with the flow of visitors.

Chemex proved an ideal forum to show various new products such as Vaseline hand & nail formula lotion which will be available from the beginning of October, the new Harmony hairspray pump, Sure for Men Active and the new Pond's skin care range.



POTENTIAL FROM AN OLD FAVOURITE

Marketing support – first ever TV campaign breaks nationwide in October on TV-AM. Plus, new PR and POS support add

impact to popular window inflatable.

— Recommend Minadex Tonic when kids need building up after

illness, and new Minadex health supplements for kids every day.

— Build a new generation of sales with Minadex.

MINADEX. VITAMINS AND MINERALS FOR THE YOUNGER GENERATION

Countercall happy in new role

Countercall have rapidly and successfully made the change from being a fee paid sales force to providing a full brokerage service, according to managing director Ivan Robinson.

The takeover of David Anthony Pharmaceuticals and Pharmagen at the beginning of April crystallised the need to change. The company's policy is now primarily to provide a brokerage service to the independent sector for the leading brand or new innovative products. Additionally, in certain specialist areas Countercall will operate on a distribution only basis, as is the case with new principal Elida Gibbs. Countercall handle the skincare side of the Timotei range, but not the haircare products, for example.

And despite any rumours to the contrary, the recent split with Peaudouce, the client on whom the company's fortunes were founded, was amicable, says Mr Robinson. "They actually wanted to start marketing their own brand, and the contract was up for renewal anyway," he says.

Mr Robinson thinks the company is coping well in its new distributor role. "We have to look at the quality side, and exclusivity, and from our point of view the margin. We are after all only an extension of the manufacturer who cannot find the resources or manpower to service this key area," he says.

New accounts recently brought into the Countercall fold include Trittech Bodyweigh electric weighing machines (being distributed on a profit share basis requiring no initial payment from the chemist), Philippe Vullion perfumes, available for the first time in the UK, Nirvana hypnotherapeutic audiocassettes, Readers OTC spectacles, and Ames, with their blood cholesterol testing Minilab.

Elida Gibbs is the one exception to the company's general rule. Countercall only

AAH unveil Home Health initiative

Chemex was used by AAH Pharmaceuticals to launchpad the company's latest Healthcare initiative — the AAH Home Health product portfolio. Following the launch of the Healthcare concept in March over 3,000 product manuals have been requested and business is growing at 55 per cent.

Now 165 home health products for the infirm and disabled ranging from cutlery and crockery, kitchen utensils and bathroom aids, are being introduced. Healthcare marketing manager Nigel Green says AAH is the first company to put such a package together for independent pharmacists. Leaflets for point of sale or to be stuffed in prescription bags will allow pharmacists to publicise the type of products available. AAH hope to approach interest groups such as Age Concern to promote the range when a large enough distribution base is established.

The service provides the infirm and elderly with a useful range of items from one outlet and brings useful incremental income to the

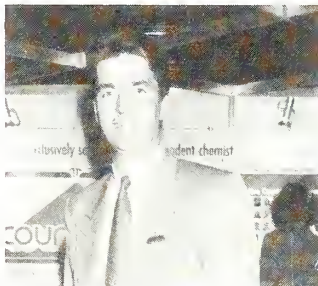
pharmacy. "We are trying to show pharmacists where their future is," says Nigel Green.

■ Over 20 new Vantage own label lines were also unveiled, to be phased in at AAH branches throughout the UK over the next two or three months. Lines include Vantage children's foam bath, disposable nursing breast pads, inhalant oil, and low calorie sweeteners.

■ A range of nine own label oral analgesics also joins the Vantage range, including aspirin (tablet and dispersible) and paracetamol variants.

■ The AAH super Vantage retailing concept is to be extended throughout the UK next year. It represents a second stage of commitment to the Vantage symbol group allowing independents to draw on AAH's franchising experience without, say AAH, losing their independent status.

The first Super Vantage pharmacies to be developed outside the pilot scheme in South Wales are in the Midlands and South West. John Newton has been appointed business development manager in the Midlands.



Ivan Robinson

handle nominated lines, and are being used on a strategic basis to introduce lines into pharmacies. Mr Robinson admits he would rather take a whole package, but with Elida's extensive product range has been forced to recognise his limitations!

The swing in the company's business can be judged by the fact that prior to April 95 per cent of trade was fee paid, while now that amount comes from providing a full distributor service. Mr Robinson finds it a more satisfactory way to operate. "No longer are we the piggy in the middle taking the customer's complaints but virtually powerless to do anything about them," he says. New business is in the pipeline. Discussions are underway with at least two possible new principals.



Norman Rapson and his wife of Reappage Ltd, Weston-super-Mare tell Whitehall Laboratories divisional managers David Edwards and Steve Dickson (right) about their proposed entry into the C&D/Whitehall Shop Design Award competition. Mr Rapson is confident his 1989 refit is the best in the country and says it exactly achieved the look he wanted. Entry is for shopfitters and pharmacy owners/managers for refits completed March 1, 1989 — February 28, 1990. Entry forms from C&D or Whitehall Laboratories



DELROSA NOW COMES FROM ROBINSONS!

I'VE BEEN
BOTTLING IT UP
LONG ENOUGH,
NOW I CAN TELL
EVERYONE...



...AND
I'M ALREADY ON
THE LABELS!

Delrosa, the long-established concentrated baby juice with all the goodness of rosehips, now has a famous name on the front – and a great name behind it! There are two varieties – Apple and Cherry and Apple and Orange. Both of course, enriched with extra Vitamin C. Now there's another taste of happiness from Robinsons!

ROBINSON'S
Delrosa

ROBINSONS BABY FOODS AND DRINKS. THE TASTE OF HAPPINESS.

read

OTC glasses opportunity is up for grabs

Retail pharmacists have been too cautious over stocking OTC reading glasses but the market is "still there for the cornering," was the message from the manufacturers of OTC reading glasses.

Grett Optik's UK managing director Colin Wybrow says the pick up has been "slower than expected" since the glasses reached the market in April. Robert Baldock, sales director for Iris Optics Ltd says suppliers had geared to bigger volume and some have been left with stock.

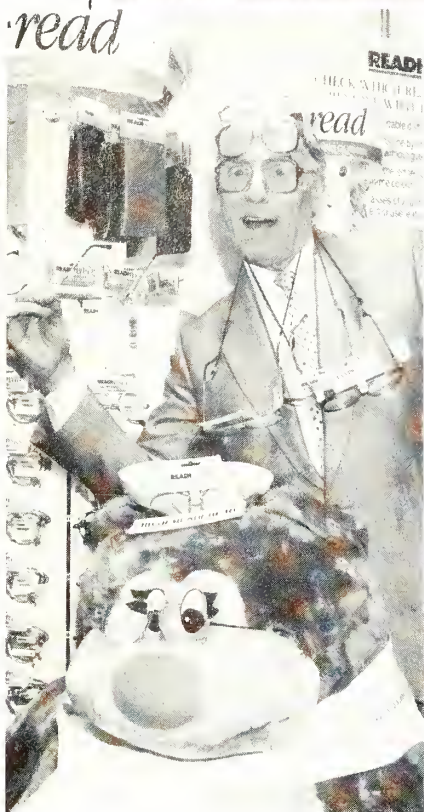
Roy Bray, sales director of Readi-read, thinks some pharmacists have been cautious because they know their local opticians and do not want to threaten their markets. OTC glasses sold through pharmacies do not, he believes, pose such a threat and many opticians — who have lost a great deal of business through the ending of free NHS sight tests — have actually benefited.

"OTC glasses have raised consumer awareness for the need to have good vision

because people are trying them in the shops with the DIY sight tests. It gets them thinking and some will definitely go to an optician if they don't buy reading glasses there and then. All companies selling the product put emphasis on the fact that customers should consult an optician every two years," says Mr Bray.

He has been "frustrated" by some pharmacists who have been reluctant to stock the glasses, and shares with Robert Baldock, of the Optest brand, the view that unless pharmacies stock the product in greater numbers over the next 12 months then the market could slip away to other sectors. If that happens, Mr Bray says pharmacists will be letting six to nine sales a week — worth about £13 each — slip away.

Meanwhile Colin Wybrow says the next opportunity for pharmacists to benefit from a push in sales will come when the clocks go back. "About four out of five people over 40 years of age need reading glasses and as the evenings get darker sales will go up," he predicts.



Celebrity Larry Grayson gets 'ready to read' on the Readi-read stand



Anthony Peel (centre) demonstrates the Unichem/John Richardson system to proprietor pharmacist John Willis of Worthing and his wife Sue. Mr Peel is a pharmacist member of a user group based on the Leeds branch, one of a number set up by Unichem around the country. The Unichem stand featured own-label developments in the skincare and cold relief sectors as well as "innovative" show promotions



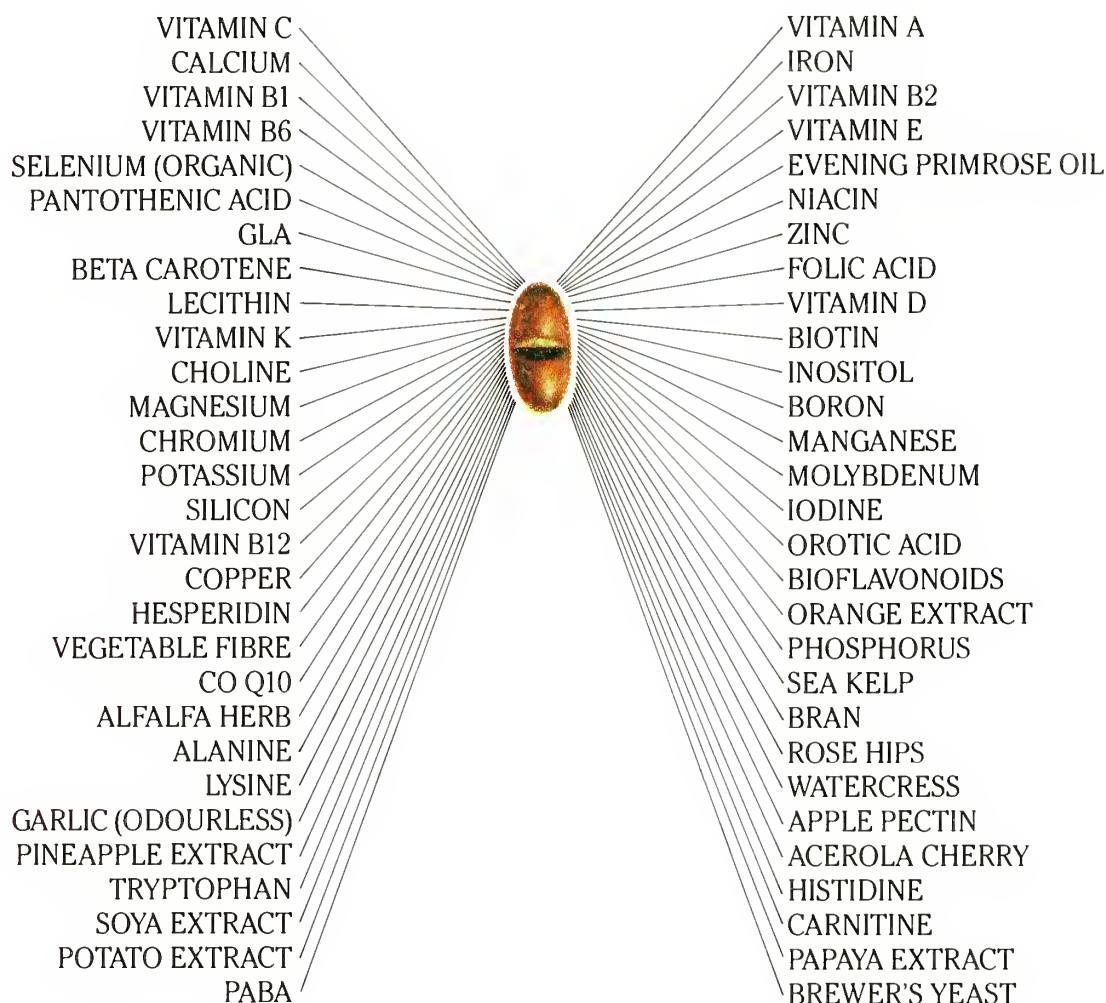
National Pharmaceutical Association assistant secretary Jim Downing (left) advises Mr R.B. Dreifus and buyer Joan Short of R.B. Dreifus Ltd, Morden, Surrey



Elida Gibbs' key account manager Ian Spooner talks turkey with Cross & Herbert's wholesale general manager Graham Wernham, Egham and Glenis Boardman, sundries buyer, Hoddesdon



Non-pharmacist manager Sarah Stretton of David Skinner Chemists, Eastbourne makes the two-hourly draw for a Ricoh camera on the Crookes stand, while regional sales manager Mark Roxburgh and Jean Skinner look on. And the winner was... Jean Skinner, wife of the proprietor. Mr Roxburgh assures us it was not a put up job



THERE'S A HEALTHY PROFIT IN THEM AS WELL.

An awful lot of natural things go into Cantassium Multivitamins.

Over fifty ingredients to be exact.

It's no wonder then, consumers are quite prepared to pay a decent price. Leaving you a decent profit.

Cantassium Multivitamins are just part of the extensive range we produce.

And the quality story is equally impressive on each of our products. Making them even more popular with consumers.

This year demand has been particularly encouraging. Prompted by a national press

advertising campaign. And our new eye catching pack designs.

Make sure you get your share of the healthy profits.

Start taking Cantassium Multivitamins.



Cantassium Available through your wholesaler.

Cantassium Vitamins, Larkhall Natural Health, 225 Putney Bridge Road, London SW15 2PY. Tel: 01-874 1130 Fax: 01-871 0066.



SCENTS

The eighties will be remembered as the decade when fine fragrances really took a firm hold in the imaginations of women. Once seen as the domain of the rich, fragrances are now on everyone's dressing tables. *C&D* looks at the latest in scents

Perfumes are seen by many as luxury items but despite the harsher economic climate of recent years it seems the fine fragrance sector remains healthy though Euromonitor predicts that cutbacks in consumer spending will have a considerable impact.

The signs so far are that women are continuing to buy fine fragrances for evenings out and special occasions switching to mass market lines, body sprays and fragranced toiletries for daytime use. The fine sector was worth £257m in sterling terms out of a total of £391m, an 11 per cent increase year on year for fine fragrances, say Syndicated Data Consultants.

Around 60 per cent of women buy fragrances for themselves and gift buying among men is on the decline, say Euromonitor. Their usership survey indicates that a high proportion of women (71 per cent) indulge in perfumes with 32 per cent using cologne or toilet water. The cost of perfumes tends to mean that they are used more widely among AB/C1 social groups. Younger users are the ones to watch; perfume use peaks among the 20-25 year old age group while colognes are favoured by 35-55 year olds. Just under half of women (46 per cent) under 25 said they had recently bought a perfume compared with 30 per cent of the over 25s.

Fine sector quietens down

The past year has been fairly quiet as far as new fine fragrances go. From a period of high activity in the mid-80s — which saw brands like Poison, Obsession and Loulou become firmly established — recent activity has mainly involved line extensions and repackaging. Eau de parfum, stronger than eau de toilette but weaker than perfume, has appeared in a number of ranges making a new price point. Golden are launching Vanderbilt eau de parfum in October. The range will be supported by Press and radio advertising next year.

Pharmacies are actively developing their fragrance business, say Golden: "Vanderbilt's success in outlets using in-store promotional material gives a healthy indication of their potential for growth as retail outlets for premium fragrances." Poison went against the trend to stronger versions by introducing an eau de cologne. Many feel Poison is already strong enough — this pungent fragrance is one that women either love or hate, says Astrid Fuggon, Dior's PR manager. The lower priced eau de cologne is a "lighter, softer" version. Poison will be featured in leading women's magazines from now until December and is on television in the run-up to Christmas.

Madame Rochas celebrates its thirtieth birthday next year and has just been updated. More than a year's research went into the

latest versions of eau de parfum and eau de toilette resulting in a modern floral aldehyde which is "more up-to-date, more easily identifiable with a more clinging composition," say Rochas Perfumes.

Dreams in a bottle

New "designer" fragrances follow the trend to floral oriental type scents. Uninhibited by Cher, like Elizabeth Taylor's Passion, offers women a piece of the Hollywood dream — even if you do not look the part you can at least wear the perfume. Uninhibited is based on a blend of essential oils that Cher had used as her personal perfume for many years, say Perfumes Stern. The fragrance has floral top notes with a spicy heart. Eternity, from the Calvin Klein stable goes nationwide in October following an exclusive preview in Harvey Nichols. "Romance with commitment. That's what today's modern woman wants," says the American designer.

Parfums International reveal new research into women's spraying habits: "Around 50 per cent of women apply fragrance between 5am and 10am, whereas only around 7 per cent go for after hours usage, after 9 at night." French fragrance is still regarded by many as the ultimate in luxury regardless of price, they say. Earlier this year Audace was repackaged into a black carton with a rainbow flash of fuschia pink, midnight blue and yellow — "French chic without a hefty price tag".

Accessible price is the Factor!

The mass sector is worth £134m sterling year ending June 1989 and an increase of 8 per cent. Max Factor say their partnership with chemists has led to substantial growth over the last few years. "As consumer spending starts to level off, even more attention will be paid to brands with a superior presentation at accessible prices that permit repeat purchase." Le Jardin and Le Jardin d'Amour and the Liaison trio, are well placed to capitalise on this trend, they say. The move towards the use of aromatherapy principles in fragrance continues. Last year Revlon launched Xia Xiang and this year Max Factor's Blase eau active promises to refresh and revitalise users. The splash on lotion mixes the Blase fragrance with citrus, rosemary, bergamot and ginseng — herbs favoured for their energising properties.

Elida Gibbs celebrated 10 years of Impulse this year, as Beecham entered the body spray sector with Sixth Sense, a range of four perfumed body sprays aimed at teenagers. Based on a theme of feelings "loving, daring, party and tantalising feelings". The sector is valued at £24m and 30 per cent of teenagers use body spray, say Beecham.

The male challenge

Twenty years ago most men didn't wear deodorant let alone after shave. Now times are changing and the battle is on to meet the grooming needs of the "New Man"

There is a subtle change going on out there. Young men have more money to spend on themselves than, say, a decade ago. Many are followers of fashion from Italian designer suits to classy denims. They are no longer macho, medallion men, but have become caring souls, abounding with individualism and self-assurance, the theory goes.

The "New Man" has been the target of a number of fine fragrance launches over the past year. Yves Saint Laurent led the way with Jazz, closely followed by Fahrenheit from Christian Dior. Eau Savage had been steady over the years but was popular among older men. Fahrenheit, which celebrates its first birthday next month, was a way of enticing younger men to fine fragrance, explains Dior's PR manager, Astrid Fuggon.

Other developments in the fine sector for those interested in designer labels include, Van Gils from the Dutch designer of the same name, the Italian Gian Marco Venturi Uomo and Colors de Benetton from the fashion chain. Italian brothers Mat and Dino de Cento have just launched a fragrance and grooming range, Milano Cento. A Sport fragrance was added to the Boss range which recently changed hands going from Network Management to Revlon. Boss will be backed with a Press and promotional campaign spend of £350,000 pre-Christmas.

Rapport's Christmas success

One newcomer to the middle sector outsold Jazz and Fahrenheit in unit terms. Rapport gained a 3.8 per cent (value) share of the total male fragrance market during November/December 1988, the largest share ever notched up by a brand in its first Christmas, say Shulton. Rapport fits into the "volume/prestige" category, the middle ground dominated until now by Aramis. "It offers affordable fine fragrance with prestige values in terms of packaging, but is accessible in distribution," says Shulton's marketing director, Mike Maguire.



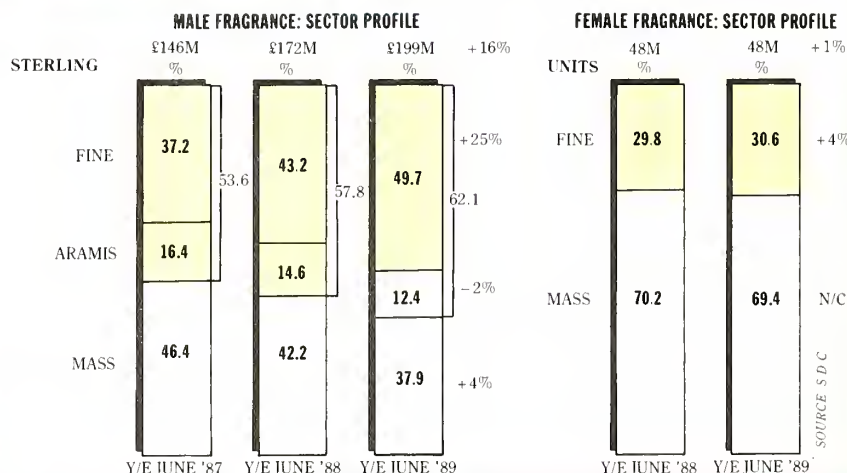
It is targeted at men aged 16-34 years, but most users are around 18-24 and are dual users of mass and fine fragrance brands. On television last year, Rapport was portrayed as "the new romantic brand for a new generation." Women were not ignored and the theme of partnership was emphasised with the use as backing track, of Al Green's sixties hit "Let's Stay Together."

Rapport is back on the box this Christmas with Shulton investing £1.4m on television advertising and a further £500,000 on Press campaigns and sampling.

Shulton hold an 18 per cent sterling share of the male fragrance market and 39 per cent sterling share of the mass sector. Mandate, Old Spice, Insignia and Blue Stratos all feature in the top ten male brands. Advice on merchandising comes from Mike Maguire: "Fragrance should be given a higher share of display because it generates a high profit on return," he says. Plans are afoot for a major global relaunch of Blue Stratos in 1990. Mandate, the largest gift brand, will be supported with a pre-Christmas re-run of the "Missing you" commercial.



Boss Sport now owned by Revlon



Replicas come of age

Replicas are now firmly established in the mass sector. The phenomenon started in the USA in the late '70s and came to the UK in 1980 with Second Edition from Replica, now marketed by Gallery Cosmetics. The company calls them budget or "familiar" fragrances. "A lot of well known fragrances are similar to each other," says Gallery's marketing manager, Vicky Dryden-Wyatt.

United Toiletries and Cosmetics have been supplying replicas to the UK market for about three years. Their range includes the Supreme Collection distributed by Richards & Appleby, and the Great Pretenders aimed at the younger end of the market.

"Advertising has created a situation where people in middle and lower income brackets aspire to expensive fragrances but are not in a position to buy them," says Charles Bourne, general manager, UTC.

British consumers are now more sophisticated but their usage of perfumes is phenomenally low, leaving potential for the market to expand with low-priced quality products. This encourages wider use and takes away the mystique of perfumes, adds Mr Bourne. "Replicas have seen phenomenal growth through party plan but women want the convenience of being able to buy them in their chemists" he says.

Gibbs join mid-attack

The potential of the middle market has also been spotted by Elida Gibbs who added after shave to the Lynx portfolio this year. Men, like women, want a wardrobe of products — 50 per cent of Lynx body spray users wear an after shave or splash on at the same time, say Gibbs.

Lynx after shave, a herbaceous aromatic in oriental, musk and marine variants presents a major opportunity for an affordable priced brand that is perceived to have both class and style, say Gibbs. The company is backing the after shave with £900,000 on magazine and poster advertising. And for men who now have to try harder, mass market Denim gets an updated image. There are fewer women today aged 15-44, according to "New Man" theory and consequently more competition for partners. So Denim, launched in 1976 "for the man who doesn't have to try too hard," now has to take into account the importance of one-to-one relationships.

The new "ask the girl" campaign, to be screened in the pre-Christmas period, aims to attract younger users. "At the same time it is important not to alienate women," says brand manager Rod Connors. Gibbs are aiming to improve on Denim's performance this Christmas. Last year sales were around 22 per cent of annual volume, when they would have been expected to be around 40 per cent. Although the brand had been supported during the year, sales at this crucial time suffered because of lack of support.

Henry Cooper will again be sporting Brut on TV this Christmas as part of Faberge's £1.8m year round support package.

Cussons report an increase in self-purchase of fragrances by men. Cussons for men and the recently launched Skin System after shaves hold a 3.5 per cent share in the mass market.

Products kinder to skin

Few fragrances are fresher with the chypre type being replaced by woody, aromatic notes of Fougere. Soothing after shaves and alcohol-free formulations that are kinder to skin are becoming more common, say Cussons.

Helen Murdoch, marketing manager of Cylure's fragrance division, points out that it is important to remember the difference in how men use their products, ie shaving related, rather than just translating from women's layering of soap, talc and so on.

"Men still need educating. Fragrance is still a feminine word. Care needs to be taken in how to present male fragrance and accessory products in a masculine way," she says.

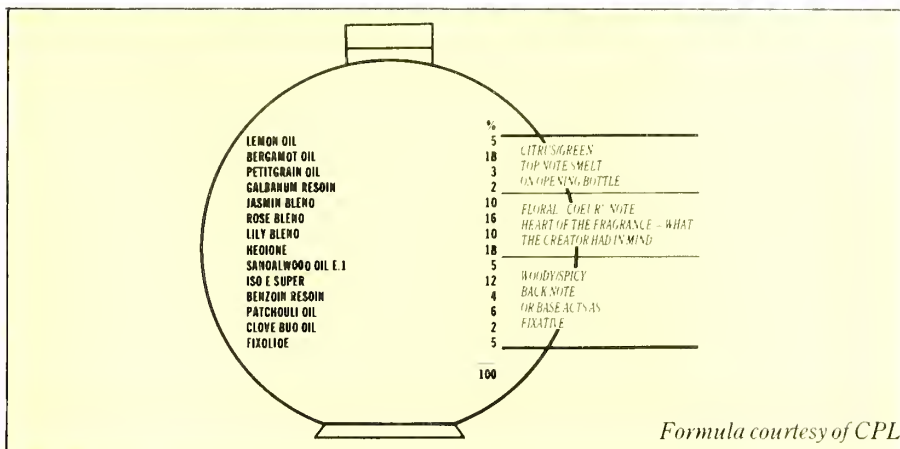
Making good scents

Warrington Hall, a magnificent 17th century mansion set in the rolling fields of Hertfordshire, is the home of Contemporary Perfumery Ltd.

Behind the facade, a team of perfumers and their assistants practise that most French of arts (or sciences), perfumery. Here, in laboratories equipped with gas liquid chromatography machines, separating columns and human noses, a multitude of fragrances for cosmetic, toiletry and household uses are created.

Clients include famous names like Shulton, Glaxo, Unilever, Boots, Yardley and L'Oréal. A family company, CPL was founded in 1971 by Terry and Michael Pickthall whose great-grandfather worked as a chief perfumer and soap maker for Yardley.

Francis Pickthall, son of Terry, is one of CPL's perfumers. He studied chemistry at university and for the past five years has been creating fragrances, starting off as a trainee alongside an experienced "nose". As well as some flair and creativity the jobs requires good memory for scents as he has around



Formula courtesy of CPL

5,000 to 6,000 raw materials to work with. Of that vast number about 300-400 are used commonly, with a base of around 30.

Alan Osbiston is technical director and it is his job to make sure the fragrances perform well in the client's required base. End products like perm lotions and bleaches present special problems because of their high pH. When looking at design, he needs to bear in mind the end use. For instance a toilet freshener will need to dispense its smell for many hours, and here base notes are more important than the initial top notes. But a shampoo only needs top and middle notes.

Raw materials come from all over the world, and ingredients such as sandalwood, jasmine and bergamot are as highly treasured now, as they were 1,000 years ago. Most modern perfumes contain a blend of both nature's own and synthetic essential oils. With the final price depending as much on the source of ingredients, as well as the cost of advertising and marketing. "The majority of ingredients are synthetic because they are cheaper", explains Francis Pickthall. "Jasmine absolute is very expensive, but is a complex mixture that cannot be reproduced exactly. Natural cedar wood is very cheap and so is orange oil." On the other hand synthetic oils may be favoured for other reasons such as stability.

Fragrances cannot be copyrighted because then the formula would be revealed. Identifying the "secret components" of a popular fragrance is a long, complicated process. Perfumery houses like CPL use gas chromatography to separate the components and the perfumer has to identify the materials. Human noses can be aided by machines. For instance there is an effluence splitter, an attachment for the GLC that the perfumer can use to smell the chemicals as they come off. However this is not always practical as some oils are present in minute quantities.

The psychological effects of fragrances are also important. Says CPL's chairman Michael Atkins: "We are very much in the image business, enhancing the product in the eyes of the consumer, whether or not that product has an active ingredient."

This is called the "halo effect" — thus adding a "clean, fresh" smell to a herbal shampoo makes a woman feel her hair is clean, whereas an anti-dandruff shampoo will have a medicated smell. There are no limits, it seems, to the lengths people will go to. CPL have had a request for a perfume for plastic carrier bags, a deodorant for a cow slurry, and have been asked to recreate the sodour of smelly feet and that of dirty nappies.

With their top, middle and base notes, fragrances have been likened by some, to musical symphonies. The Welsh National

Opera recently took full advantage of this, for a scene set in a forest. "We were asked to create the smell of a pine forest and of freshly cut wood to be wafted over the audience through the air conditioning," says Mr Atkins. A fragrant note indeed!

A testing time

Do you have a customer who is unsure of what scent to buy for her own use or as a gift? Most people have an idea of what kind of fragrances they like and a glance at our table will show you the categories that some of the popular fragrances fall into.

The trend of the '80s has been for floral, fruity fragrances like LouLou and Anais Anais. If the fragrance is for evening use suggest an Oriental and a perfume formulation, which lasts longer. For daytime florals are recommended; greens are popular in the Summer and aldehydic types for Winter.

Floral — a mixture of flower and fruit oils, this forms the largest and most popular group. Favourite ingredients are ylang ylang, rose, jasmine, lilac and tuberose. Anais Anais, L'Air du temps, Paris.

Green — fresh green odours conjuring up images of grass and trees complement floral odours. They are fresh and sharp often based on synthetic ingredients. Givenchy III, Y and Grey Flannel and Fahrenheit for men.

Aldehydic — based on synthetic chemicals many of which have no equivalent in nature, these form the modern, chic and sophisticated group. Chanel No 5, White Linen, Madame Rochas.

Oriental — have a woody, heavy sweetness emanating from balsams and resins used in the base. Peru Balsam, benzoin, musk and civet are popular bases. Coco, Dioressance, Youth Dew and Cinnabar.

Florientals — have added flower essences such as jasmine, tuberose, magnolia, gardenia and honeysuckle. KL, Palomo Picasso.

Chypre — foundation is oakmoss with bergamot notes, civet rose and sandalwood. Coty, Miss Dior, Polo, Aramis and Boss.

Citrus — fresh, green and floral notes underline this classic group of fragrances for men. Eau Sauvage, Monsieur de Givenchy.

Fouger — based on a blend of lavender, coumarin and oakmoss with woody notes. Kouros, Paco Rabanne, Boss Sport.

Category	Strength %	Apply hours
Parfum	18-20	4
Eau de parfum	7-10	3-4
Eau de toilette	4-6	3
Cologne	1.5-3	2

Top 10 brands through independent chemists

MALE	FINE
ASS	1. ANAIS ANAIS
LACE	2. YOUTH DEW
CHIQUE	3. CHANEL NO. 5
LE JARDIN	4. OPIUM
TWEED	5. POISON
L'AIMANT	6. PARIS
PANACHE	7. WHITE LINEN
CACHET	8. LOULOU
LE JARDIN D'AMOUR	9. MONTANA
FATALE	10. CINNABAR
BLACK VELVET	

MALE	FINE
ASS	1. ARAMIS CLASSIC
OLD SPICE	2. KOUROS
INSIGNIA	3. PACO RABANNE
MANDATE	4. XERYUS
BRUT	5. LAUREN
YARDLEY GOLD	6. DRAKKAR
BLUE STRATOS	7. LACOSTE
DENIM	8. ARMANI
ADIDAS	9. JAZZ
TABAC	10. BOSS
CEDARWOOD	

Source SDC: Year ending June 1989

BACK TO BASICS

In the fifth of his series on the basis of running a business, Eric Jensen, B.Com, MRPharmS, explains how to control levels of stock effectively and where theory and reality part company

Stock control

Stock control policy should optimise the profit from a given stockholding. The word "optimise" is important, as aiming to *maximise* profit can have adverse effects on goodwill. Most pharmacies, if not all, carry some items purely as a service to customers: such articles might turn over once a year or less, but when they are wanted the need can be urgent.

The service items could be bedpans, urinals, air-rings, etc. They should not be allowed to tie-up more than the essential minimum of capital. The remainder of the stock should be kept at the lowest figure consistent with not losing custom and goodwill by being out of stock!

The great majority of pharmacies have their stock professionally assessed by expert valuers. Apart from the saving in time and trouble, an independent valuation has other advantages. A consistent system for dealing with stock that has to be discounted, as, for instance, because it is soiled, can be agreed: and many proprietors find it difficult to accept that they have made bad buys! We all make buying mistakes, but tend to think the stuff will eventually sell. Professional valuers are more realistic. And of course, prospective buyers of a business, and the tax people, are more confident about accounts based on independent stock valuations.

True stockturn — a calculation

A high rate of stockturn is one sign of efficient management, but it is a fairly common error to over-estimate the figure. A true stockturn is arrived at by dividing annual sales at cost by average stock at cost. Absence of an accurate gross percentage precludes working out the stockturn accurately.

As a high rate of stockturn, making money invested in stock work hard, is important to all, variations between pharmacies are surprisingly large. Here are a few examples taken at random. (Study of advertisements of businesses for sale is illuminating on the point.)

Turnover at Retail prices*	Stock at cost
£190,000	£30,000
£200,000	£19,000
£280,000	£21,000
£300,000	£35,000
£400,000	£70,000

*the gross profit percentage was not available.

There are many reasons why stockturn varies between businesses. But when we remember that in most pharmacies NHS dispensing accounts for perhaps 70 per cent of the turnover we might expect more consistency. In the great majority of cases there is a quick and efficient wholesaler service, with often more than one daily delivery of dispensing items. With OTC products the situation can be different. It is not enough to study overall stockturn. We must particularise.

Rapid stockturn in certain lines often masks the poor performance of others. Regular physical checks on groups of merchandise and on brands within the groups is imperative. Only by careful analysis of this sort can stock be effectively controlled.

In one pharmacy where a few ranges of high-class cosmetics were checked I found that the rate of stockturn was once in one and a half years; in another the stock of haircare lines was enough to cater for about a year's sales. The reasons for such waste of resources are at least twofold. First, lack of knowledge of the market in that pharmacy for the products involved, second, failure to realise the high costs of holding goods in stock. The main reasons for business failure are being



courted by this kind of inefficiency: ineffective market research and careless financial control.

Stockholding costs are one of the key factors to keep in mind when placing any order: the other factors are the expected sales for the product concerned and the cost of placing an order. There is an equation used to express the relationship between the factors and to arrive at the economic quantity to order:

$$\text{economic order quantity} = \sqrt{\frac{\text{twice annual sales at cost of ordering}}{\text{cost of holding stock, as a percentage of its value}}}$$

This is theory! You are unlikely to work out the sum as the patient representative awaits your decision between one case or five cases (less ten per cent). But the theory highlights some fundamentals in ordering policy: - 1, the bigger the hoped-for annual sales, the more you order; 2, the greater the cost of placing the order, the bigger the order; and 3, the higher the cost of holding the stock, the less you order. Finally and crucially, there is the square root sign. Because you expect to double annual sales you don't order twice as much, but roughly 1.4 times the quantity; for quadrupled sales you order twice as much, and so on.

Naturally, no equation can replace your experience and judgment. Normally the stockturn should increase with increasing business, but frequently this does not happen.

Will it sell?

A principal reason for excessive ordering is that additional discounts for quantity buying are beguiling; they can be a snare for the impetuous. The first question to pose when placing an order, especially for a new line is: will it sell at all, and if so in what volume? Next: "What is the gross margin?" No gross margin, however high, is any good unless the good will sell, and sell at a reasonable rate. Twenty five per cent gross earned eight times a year beats thirty per cent earned six times.

Cost	Number sold	Retail value	Unsold	Gross Profit or (Loss)
£300	12 doz	£420	NIL	£120
"	10 doz	£350	2 doz	£50
"	9 doz	£315	3 doz	£15
"	8 doz	£280	4 doz	(£20)
"	6 doz	£210	6 doz	(£90)
"	4 doz	£140	8 doz	(£160)
"	2 doz	£70	10 doz	(£230)
"	NIL	NIL	12 doz	(£300)

Stock control can be considered under two broad headings: defensive stock control and offensive stock control. The former is concerned with trying to ensure you are never out of stock of the items you normally handle, the latter with adding new lines. In either case the general principles described in this article are apposite: knowing your market and potential market is at the heart of stock control, and market research is especially significant when deciding fields for expansion.

Two most valuable publications for those treating market research with the respect it warrants are The Family Expenditure Survey (HMSO) and The Marketing Pocket Book (The Advertising Association). From these you can ascertain how families spend their money and what the nation spends on a variety of merchandise.

The mechanics of recording sales, of relating sales and purchases, of analysing each kind of transaction, will doubtless be made easier with the continual advances in computerisation. But hand-written stock-record books will still be valuable and there is no substitute for the eye and judgment of human beings. Automatic re-ordering can be dangerous: as markets change, as new products come along, past sales of an item might be no guide to its future performance.

Perhaps the finest investment any owner-manager can make is to train staff in stock control. Wages and salaries are almost certainly your largest single running cost and stock is usually your biggest current investment. In both these aspects of business there is enormous waste. Staff potential is not developed, too much of the "wrong" stock is held. Bring together staff and stock and the benefit will be very substantial. Job satisfaction *and* profit will increase. Well trained staff can be your stock conscience.

Buying mistakes are inevitable: every pharmacy must hold some "surplus" stock. By surplus stock I mean items which will not sell, or

those which will not sell at the normal price and frequency. An efficient controller of stock will detect surplus stock quickly and take prompt action.

A powerful aid to keeping surplus stock to a minimum is to involve those *selling* merchandise in the *buying* process. Most people will make more strenuous efforts to sell what they have bought than to make up for someone else's buying error!

When surplus stock has been detected the first question to ask is whether a change in sales techniques could convert it into the non-surplus category. Sometimes a line has just not been given a fair chance, or a sales angle not exploited. On occasion there can be a bias by staff against the product.

Making the price right

If we have confirmed that stock is truly surplus we should consider reducing the price, where this is permissible. The golden principle is to be ruthless. Apply the "multiplier" compound interest calculation. Suppose you sell for £500, articles intended when bought to sell for £1,000. The £500 realised can bring in say 25 per cent gross each stockturn if invested and re-invested in normally selling merchandise. At six stockturns a year the £500 becomes £625 after two months, £625 x 1.25 after four months, and so on. After six stockturns the £500 has grown to £1,907 approx.

Other alternatives in coping with surplus stock are to give the stuff away, if appropriate.

You could enhance your goodwill by thus helping a charity. You would also save yourself the annoyance of seeing this constant reproach on your shelves, and you would be no longer suffering, on "dud" lines, all the costs of holding stock.

Yet further options could be 1, to do a deal with the supplier. Even part credit could be useful, bearing in mind the multiplier concept. Or 2, you might do a "swap" with another pharmacist, with a different market, who could sell the goods. 3, invite the help of your valuers or 4, offer the merchandise to dealers in surplus stocks. Naturally you will be careful to observe the laws and rules and regulations applicable to the type of article and the particular transaction.

If you research your market carefully and check stock continually by delegation you should succeed in making stock earn its keep. Never forget that stock is money.

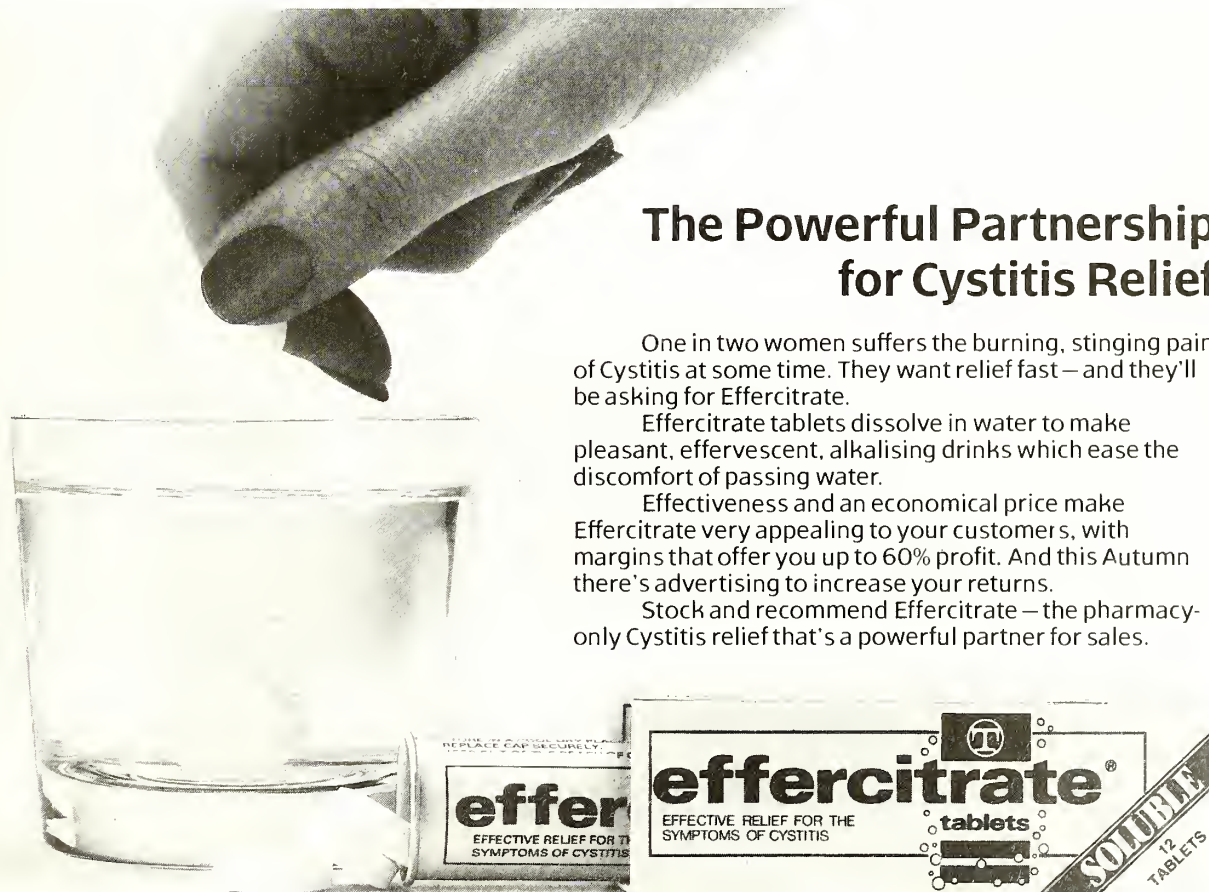
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One in two women suffers the burning, stinging pain of Cystitis at some time. They want relief fast – and they'll be asking for Effercitrate.

Effercitrate tablets dissolve in water to make pleasant, effervescent, alkalising drinks which ease the discomfort of passing water.

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Stock and recommend Effercitrate – the pharmacy-only Cystitis relief that's a powerful partner for sales.



The image shows a hand dropping a white, oval-shaped tablet into a glass of water. Below the glass is a box of Effercitrate tablets. The box is white with black and red text. It says "effercitrate" in a large, bold, sans-serif font. Below that, in smaller text, it says "EFFECTIVE RELIEF FOR THE SYMPTOMS OF CYSTITIS". To the right of the box, there is a graphic of a tablet dissolving in water, with the word "SOLUBLE" written vertically next to it. The box also has a small logo in the top right corner.

For further information contact Typharm Ltd.
14 Parkstone Road, Poole, Dorset BH15 2PG

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STOCK UP WITH NEW EXTRA STRONG
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and on
SOAR WHEN WE UNLEASH THROATIES ON
the box
NATIONAL TV IN THE NEW YEAR.



In an attractive blister pack, new Throaties Extra are sure to be a big hit with your customers. They're extra strong, for extra relief.

The complete Throaties range, including Throaties Extra, will be hitting national TV screens with a heavyweight campaign in January, February and March 1990. The amusing commercial is guaranteed to make the Throaties message — one chew ... medication bursts through — hit home, ensuring booming Throaties sales for you.

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Ernest Jackson & Co.

PSNC approve homes circular

The model form of agreement for pharmacies providing services to residential homes stipulates that an initial inspection must be carried out and subsequent three visits made at least every three months.

Records of the visits made and the nature of advice given must be kept and made available to the FPC for inspection. The manager of the home is required to provide "such facilities and cooperation as may be requested and are necessary for the provision of the service".

Payment for services will be quarterly in arrears. PSNC says it will be the contractor's responsibility to get the form from the FPC and ensure it is filled in, once the commencement date for the scheme is announced.

The draft circular says "a

pharmacy taking part in the scheme should not normally have agreements to provide advice to more than five homes though the FPC may accept agreements for a larger number of homes if an adequate service would not otherwise be provided". PSNC says that in any event a pharmacy will only be remunerated for a maximum of five homes.

Contractors planning to claim for payment for keeping patient medication records will be responsible for registering under the Data Protection Act.

■ PSNC secretary Steven Axon says he is concerned to hear that some contractors have not received training packages despite assurances that there is no problem with availability. If pharmacists are having such difficulties contact him.

ABPI against White Paper

Government proposals for National Health Service reform could lead to a reduction in health screening programmes with tragic consequences for people at risk, warns the Association of the British Pharmaceutical Industry.

Proposed changes could mean that people suffering from potentially treatable conditions who face premature death or disability from heart attack, stroke or blindness may be missed, says the ABPI. The Association's concerns come in a review of the White Paper on the NHS "Preventative medicine: working for patients".

The proposals are likely to inhibit screening as a result of the "downward pressure" on drug expenditure that indicative prescribing will cause. "To save

money on medicines there will be not only a failure to develop but also cutbacks in screening programmes which identify patients who need long-term therapy," says Dr John Griffins, ABPI director. "Cutting the drugs bill is a narrow, blinkered approach," says the ABPI, which overlooks the fact that drugs are a cost-effective form of therapy.

Drug formularies issued by family practitioner committees are also likely to have a deleterious effect adding to the time it takes to get new products through research, development and registration procedures. "That could be the last straw for many companies, discouraging their future investment and research and development in Britain," concludes the ABPI review.

Animal tests — more explanation needed

It would help if those scientists and companies involved in the use of animals for medical experimentation would be more forthcoming on the reasons why they have to use certain species of animals, eg beagle dogs and primates (see *C&D*'s BPC report, Sept 23 p493). Are the primates captive bred or are they taken from wild stock?

A few years ago I had the pleasure of meeting and talking to Dr Balls (Fund for the Replacement of Animals in Medical Research) at a University of Liverpool symposium on the use of animals in experimentation. I believe that Dr Balls would find it hard to justify the use of primates in experimentation, yet I believe that Searle use primates in testing their product Cytotec in which all the animals were sacrificed after receiving a dose of misoprostol. I wrote to Searle a simple short letter asking why they had to choose primates but after a considerable time I still await a reply.

There are other aspects I personally find a matter of concern. For example, why does a scientist have to conduct experiments on baboons when the toxicity of chemicals such as lead and acrylamide has already been well established?

Have attitudes altered since a *New Scientist* article (March 15, 1984) described a document produced by a member of the Physiological Society which "exhorts scientists to insist upon the liberty to carry out whatever experiments they choose without consideration of relevance, merit, or the degree of suffering caused."? I hope that the Animals Scientific Procedures Act 1986 will temper the suggestions inherent in that exhortation.

This is an exceedingly complex and controversial subject, and also one on which there appears to be little explanation to the public of the need to use animals and why certain species need to be utilised. I accept that scientists in the UK are caring and compassionate in most cases, but conditions in other countries, eg Spain and Japan, seem to be a matter of great concern.

Also when one reads of things that have taken place in the US, where I understand as many as 75,000 primates were being taken

for medical research per year, and of the experiments carried out by Harry Harlow at Wisonin (total social, total sensory deprivation of infant primates) then one is left with many unanswered questions.

Malcolm Espley
Tattenhall, Chester

Agree and disagree on Pot. Cit

In reply to the letter on "me too" products for the treatment of cystitis (*C&D* Sept 16), I do agree with Mr Atkinson that products based on potassium citrate are to be preferred for the reason he stated, but I do not agree with him that his product is the only one based on potassium citrate. The original product Effercitrate (1983) was developed by myself, a retail pharmacist (like most of your readers), who formulated an effervescent tablet as an alternative to the unpleasant tasting Mist Pot Cit.

I drew attention, via Xrayser, to the danger of producing a product with the same name as an existing product but with a different formula, as some older patients may already be taking a potassium supplement and be unaware that they are taking additional potassium in the new formula!

Mike Thornton
Typharm Ltd

A Freudian slip at Unichem?

"It's all about our new genetic policy" said our Unichem driver, as he requested my signature, acknowledging receipt of a large buff envelope.

My heart missed a beat. Was the great Dodd in the sky, having obtained control of our purchasing, our investments, our insurance and our holidays, now attempting a takeover of our breeding? With rather a sense of anti-climax I opened the new Unichem genetic price list.

Gwen Yarham
Coulsdon, Surrey



The proud owner of the June student of the month Merrell Dow prize for the NPA staff training course is Lynne Gosney (centre) of Chanin's Pharmacy, Bebington, the Wirral. The award and £20 prize was presented to Lynne by Terence White (left) from Merrell Dow. Board member Jeremy Clitherow presented the course certificate on behalf of the NPA, with supervising pharmacist Lynda Couch, pictured on the right

BUSINESS NEWS

Midland first to offer £250 card

Midland Bank are to become the first clearing bank to offer customers a £250 cheque card in October.

The card will also enable users to make payments through the Switch electronic debt system set up at the beginning of the year by Midland, Nat West, and the Royal Bank of Scotland as well as to draw up to £1,000 a day from cash machines.

■ Barclays Bank said this week that growing volumes of credit card business are forcing them to fly credit card vouchers to the US for processing.

All change at APS

Approved Prescription Services Ltd, who were bought by Rhone Poulenc earlier this year, have announced a number of changes to their senior management.

Former Rhone director of pharmaceutical production Steve Stocks has been appointed APS general manager.

Other senior changes involve APS Business Development manager Neil Gregory taking over as director, sales and marketing. Chris Bloor will also join APS from Rhone as director of commercial services.

APS managing director Keith Hemingway will continue to run the company but says he will dedicate more of his time to medium term strategic issues including his role as chairman of the recently formed British Generic Manufacturers Association. Former APS managing director John Davies has been given a new role as director of strategic affairs, acting as a consultant to the company.

Creighton Laboratories have changed their name to Creighton's Naturally Plc.

Manoplax trial results upset Boots

Boots stock market value dropped by £280m at the end of last week after disappointing results from key clinical trials for Manoplax in the US and UK.



Disappointed: Sir James Blyth

The company revealed that the heart drug, which is in the final stages of development, may not be all that was hoped for. A statement read: "The results indicate that the comparative improvement in patients using Manoplax in the trials is not as great as expected".

Boots chief executive Sir James Blyth said he was releasing the results because the information was share price

sensitive.

Analysis of the data is not due to be completed for some weeks and final decisions on the future of the drug's development programme is not expected until then.

But the company spelt out clearly that "complete cancellation is a possibility".

Boots say that in the double blind trials, patients taking Manoplax fared better doing exercises than those on a placebo, but not markedly so and the results were not as promising as had been returned in earlier, smaller trials.

The City saw the results as a major blow for the company, as Manoplax was expected to yield sales of £100m plus a year in the next decade.

The most extreme speculation concerned the future of the ethical side of Boots' manufacturing business. The company has spent several years developing the drug at a cost of over £50m and its failure could see part of the division being sold off. Least negative reaction pointed out that the shares had fallen heavily — too heavily — and now rated them a buy.

Health and Safety reminder

The National Pharmaceutical Association is to send out free to all its members copies of the leaflet "Health and safety law — what you should know".

From next month community pharmacists, along with all other UK employers, will be required to provide written health and safety information for their employees. The leaflet outlines the employer's legal responsibilities and should be backed-up with a written slip giving the name and address of the local enforcing

agency and the Health and Safety Executive's Employment Medical Advisory Service. Copies will also be sent out by the NPS.

As an alternative, employers may choose to display a poster carrying the same information. Copies of the poster (£3.86) and the leaflets (£2 for 10) are available from HMSO stockists.

The new regulations supercede the old requirement to display abstracts from the Offices, Shops and Railway Premises Act 1963.

Robinsons to do own marketing

From November 1, the Colman's of Norwich sales team will take over the selling and merchandising of Robinsons baby products and soft drinks through independent chemists, from Countercall Ltd, who have handled the business for the past two years. All enquiries should be directed to: Colman's of Norwich. Tel: 0603 660166.

Reckitt buy in Spain

Reckitt & Colman last week acquired the Spanish baby care company Nenuco, adding about 40 per cent to their existing sales in Spain.

The acquisition was described by company secretary David Saltmarsh as representing a "significant stage in the development of Reckitt & Colman SA in Spain" and as a result future sales in the country will be split approximately 50:50 between household products and personal care products.

Dixon consults

Trevor Dixon, until recently managing director of Numark, has set up a consultancy business specialising in marketing and business plans.

Mr Dixon says that he is well satisfied with progress so far: "Lawrence Dixon Associates is doing well. I am looking to advise both inside and outside the world of pharmacy." He can be contacted on 0962 883411.

Searle this week announced the acquisition of the German pharmaceutical business, Heumann Pharma GmbH & Co.

Sales threat to cosmetics

Supermarkets could gain more than 60 per cent of the cosmetics market, according to a Mintel survey published this week.

Only 3 per cent of women now purchase make-up from supermarkets but when looking for the reasons for buying cosmetics from a particular source, 30 per cent of the sample put convenience as the top priority.

When asked if they would consider buying branded cosmetics from the supermarket, instead of from the chemist or department store, more than 60 per cent of the 1,045 women said they would.

Mintel show that Boots now dominate the market, with over 40 per cent of the purchases. Direct selling by Avon accounts for a further 12 per cent, with all other sources, multiple chains and the Co-op chemists sharing 15 per cent.

Body Shop, with 2 per cent of sales, has the highest proportion of the ABC1's, but is weak in the North due to bias in store location.

When looking at reasons for purchasing from particular stores, Boots shoppers put choice ahead of price. The presence of beauty consultants in department stores and the purchase of cosmetics as a part of a shopping trip, are said to be the key criteria for purchases made there.

Responses from a quarter of the women indicated that good quality own brand cosmetics, resulted in a purchase from a particular source. This together with the fact that leading grocery multiples are investing time and money into cosmetic sales, means the growth potential for supermarkets is huge, Mintel say.

It is concluded that cosmetic specialists such as chemists and departmental stores, will have difficulty in retaining this business. All the factors examined indicated that supermarkets were well placed to move into cosmetics.

Proctor & Gamble made an agreed \$1.3 billion bid for Noxell this week.

Call for flat fee on card transactions

Small businesses object to paying a percentage of each credit card sale in commission, according to a survey published this week.

The 4,000-strong poll, conducted by the small firms lobby group, the Forum of Private Business (FPB) asked members if they thought the credit card companies were justified in charging a merchant commission based on a percentage of the value of the sale, as opposed to a flat fee per transaction.

Sixty-six per cent of those offering credit card facilities dispute the credit companies' claim that commission was justified to cover the cost of providing a free credit period to customers.

Sixty-three per cent objected to paying commission towards the cost of meeting customer fraud, and 69 per cent disagreed with the credit company argument that merchant commissions were necessary to cover the cost of customer bad debt.

FPB Chief Executive Stan Mendham told *C&D*: "This reinforces our members' call for a flat fee per credit card transaction. We know that three out of every five FPB members who offer credit card services to their customers, pay four per cent or more of the value of the transaction to the credit card company. This is extremely unfair

for two reasons. The cost of the product may have no bearing on the cost of the transaction, and big businesses are paying less than two per cent — half of what most of our members pay in merchant commissions."

The recent Monopolies and Mergers Commission Report on credit cards called for an end to the "non-discrimination" rule under which credit card companies state in their contracts with retailers that they must charge the same price to credit card and cash customers.

But Stan Mendham added: "The best, fairest, and most workable solution is to introduce a flat fee per transaction. Small companies are far less able than PLCs to negotiate favourable terms with credit companies — even with the backing of their trade or professional organisations, only 17 per cent of our respondents achieved a reduction."

"The credit card companies are raking in far more than it costs them to process transactions. But it's the smaller companies who pick up the tab, by paying roughly twice as much in merchant commissions as public limited companies. It's yet another example of small business getting shabby treatment from the bank-owned credit card companies," he said.

Glaxo in Taiwan

Glaxo opened their first pharmaceutical factory in Taiwan this week. Situated near the capital, Taipei, it cost nearly £16m (NT\$700 million).

Sir Paul Girolami, chairman, said the factory "represents the largest single foreign investment in the pharmaceutical industry of the Republic".

The factory, which is claimed to set new standards for pharmaceutical manufacture in the Republic, has started production

and is capable of making dosage forms from bulk of up to 95 per cent of all the Glaxo Group medicines.

The project is the latest indication of Glaxo's policy of strengthening their presence in the Far East and South-East Asia. "There is vast potential and we need to have the structures in place now in order to benefit in the long-term", said Sir Paul. Earlier this year he opened a £22m expansion of a Zantac factory in Singapore.

Durex production moves

The restructuring announced earlier in the year (*Business News* 24/6/89, p1100) by London International Group took effect this week.

The company said smaller plants in West Germany will close and condom manufacturing will be concentrated in Chingford, Essex, and at sites in Spain and America.

Chairman Alan Woltz said the changes would help the group take advantage of the manufacturing flexibility at their larger sites.

COMING EVENTS

Tuesday, October 3

Bristol branch, RPSGB. Board room, district headquarters, Frenchay Hospital at 7.30pm. "The work of the Mary Rose Trust" by David and Veronica May Soar.

Wednesday, October 4

Barnet branch, RPSGB. Postgraduate centre, Barnet General Hospital, at 7.30pm. Cheese and wine followed by "Cholesterol testing" by Dr M. Rayner of the Coronary Prevention Group.

Cardiff branch, RPSGB. JSU, Park Place at 7.30pm. "Cardiff Bay development" by David Crompton, chief engineer.

Thursday, October 5

Lancaster branch, RPSGB. Hest Bank United Reform Church hall at 8pm. Social evening — buffet and wine — sponsored by Geigy.

Society of Cosmetic Scientists. Royal Society of Arts, 6-8 John Adam Street, London WC2 at 6.30pm. Inaugural lecture, "The dioxane problem: ways to ether sulphate-free formulations" by E. Spiess of Akzo Chemie GmbH, West Germany.

Advance information

IBC Legal Studies & Services. Conferences: "Pharmaceutical active ingredients. Patent expiry — issues and consequences" at the Regent Crest Hotel, Carbuton Street, London W1 on October 3 at 9am. Fee £276. "Planning pharmaceutical prices" at The London Press Centre, Shoe Street, EC4 on October 10 at 9am. Fee £276. Contact Vanessa Darnborough on 01-236 4080.

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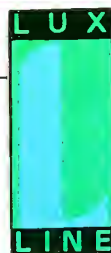
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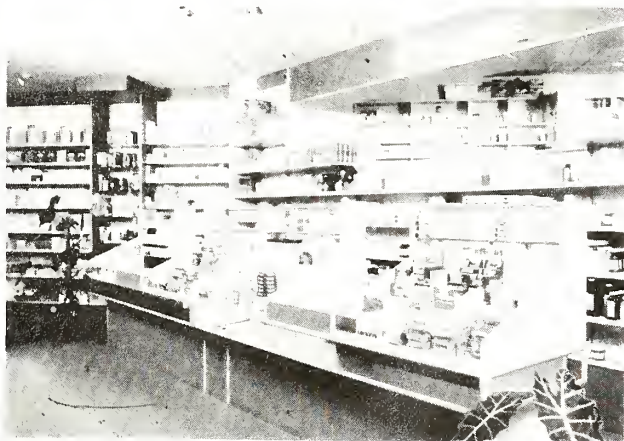
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ABOUT PEOPLE

Playing the part...

Vantage Chemist Peter Johnson and his staff recently turned the clocks back almost 100 years, to join in the special week-long series of Victorian activities organised by Cleveland town council.

Throughout the week, Peter's staff at Langman's Chemist, Saltburn donned Victorian attire and the shop window was suitably dressed, displaying many original items from the turn of the century. The business first opened around the turn of the century and the exterior of the shop is still under a preservation order.

This was Saltburn's fifth annual Victorian week and it attracted more than 70,000 people.

Deaths

With great sadness the PSNC reports the death of assistant financial executive Terry Doel.

At the age of 38 Terry Doel was tragically killed in a road accident on Friday September 22 on his way home from the PSNC offices where he had worked for nine years. He leaves a wife and three sons.

Terry did a considerable amount of work behind the scenes over the years for contractors and his contribution will be sadly and deeply missed in the forthcoming round of negotiations.

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This year's East Anglian Chemists Golf Society tournament held at Newmarket was jointly sponsored by Macarthy Medical and Faberge Inc. Golf enthusiast Henry Cooper went along to present the winner's prize to Naresh Verma (above), Kays Chemist of Cambridge and Roger Dye of Sprowston. The Faberge 'Kixx' 'Nearest the pin' prize was won by Francesca Ralph of St Albans from the total of 52 players attending



Staff of Norwest Co-operative Society's superstore in Glossop, Derbyshire, entered into the spirit of the Victorian age for a special shopping weekend in the town. Pictured in the pharmacy with an appropriately Victorian pill-maker, pestle and mortar and glass galleon jars are pharmacist Mrs Stella Aspinall and store manager Stephen Walker

Fashionable pharmacy on the box

Franklin's pharmacy in Lambeth is a pharmacy with a difference. *C&D* first mentioned it last May, when it was featured in the London *Evening Standard*. Now the pharmacy has been featured on BBC1's 'The Clothes Show'.

So what do pharmacy and clothes have in common? The basement of Franklin's houses a variety of trendy secondhand clothes which are sold in addition to the more conventional pharmacy lines.

Pharmacist Franklin Akinsete says: "With some people it's stationery or wool, with me it's clothes." He told *C&D* that the publicity he received as a result of the programme meant he was rushed off his feet on the following Monday, with customers all saying how much they enjoyed the show. "Let's hope this leads to superstardom," he says.

APPOINTMENTS

Department of Health Dr Diana Walford has been appointed as the new medical director of the NHS Management Executive and deputy chief medical officer in succession to Dr Ron Oliver who is retiring. She joined the DHSS in 1976. She will now have responsibility for medical manpower and education and development of medical audit.

Tara Signs Ltd have appointed Frank Thomas as production manager, Alan Finch as technical services manager and Steve Farrugia as installations manager.

AAH Pharmaceuticals have appointed Gail Duddy as chemist sales representative, Edinburgh branch.

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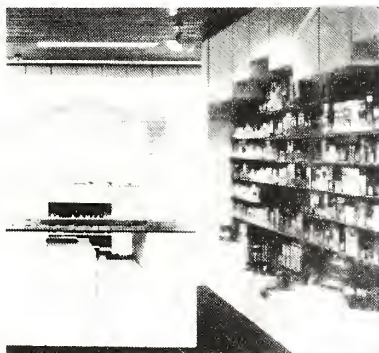
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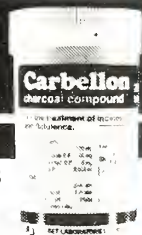
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CHEMIST & DRUGGIST PUBLICATION FOR PHARMACY ASSISTANTS

SEPTEMBER 1989

New series: Good communication in the pharmacy



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£250 to be won our Quiz and Match-Up competitions, plus last month results and all the training news



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SUPPLEMENT TO

**CHEMIST &
DRUGGIST**

August 26, 1989

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Cover: Pharmacy assistant Jacqueline Bell (left) and pharmacist Nicola Carlisle of Alec Moore's pharmacy, Botanic Avenue, Belfast (Photographer Stanley Matchett)

Courses...and exhibitions

For many pharmacy assistants, their job no longer finishes when the pharmacy door closes at 5.30. As our Diary on page 27 shows, with Autumn approaching, the number of training days and evening courses being run for pharmacy assistants is on the increase. The first of the National Pharmaceutical Association's Medicines Counter Assistants Programmes will soon be under way too.

Over the Counter's parent magazine *Chemist & Druggist* has been running its own seminars on varied topics for pharmacists and their assistants for the past two and a half years. More are planned for the Autumn, so look out for "live" training in your area or material in written format in *Chemist & Druggist* after the event.

We would be very interested to get reactions to the various courses, seminars and training days being run up and down the country. Let us know which ones you found

particularly useful. Are there any subjects that you feel are not being covered? Our pages are open for you to tell us your views. By doing so you could just persuade other assistants to take the plunge.

Seminars are not the only extra-curricular activities in the pharmacy calendar. The exhibition for pharmacy, Chemex, sponsored by *Chemist & Druggist*, takes place on Sunday and Monday, September 24 and 25, at Olympia in London. Pharmacy assistants who fancy a day out are most welcome to attend — entry is free — and *Over the Counter* will be much in evidence on the *Chemist & Druggist* stand. So if you visit the exhibition, drop in for some refreshment and tell us what you like or dislike about *your* magazine. For those who would like back copies, we will be selling them on the stand. See you there!

BEAUTY BASICS

Holding back the years

Stars like Joan Collins have been telling us for years that growing older doesn't have to mean giving up on looking good. And these days women over a certain age are prime customers for all kinds of beauty products — with the kids grown up, the house paid for and only themselves to spend their time and money on. Here's how to make sure you can give well-informed advice that will have them coming back for more



Dryness and wrinkles are the main skin problems for the older woman, so for most, moisturiser will be a priority. While a moisturiser can't permanently remove wrinkles or prevent new ones from appearing, it will plump up the surface of the skin, making fine lines less noticeable and the skin texture smoother, and help prevent moisture loss which should slow down wrinkling. It's also an essential base for make-up on dry skin.

Over 80 per cent of women use moisturiser, so most of the older customers will already be buying some kind of product to keep skin supple. Where they may need advice though, is in finding a product that suits their skin as it becomes drier with age — the cream a woman uses in her 20s is unlikely to be the best choice for her when she's 40 or 50.

Around the time of the menopause and after, the skin can become particularly dry and papery, so many women will want to start using a richer cream. It's also a good idea to start using a moisturiser that contains a sunscreen, as sun damage is estimated to be responsible for up to 70 per cent of lines and wrinkles.

When advising on moisturiser, it's important to point out that it should be used on the neck as well as the face, as this area

contains few sebaceous glands and can become dry and wrinkly very quickly.

As skin becomes drier, women who have always used soap and water to cleanse may begin to find that this leaves their skin feeling taut and papery, so they can be introduced to cream and lotion cleansers, or if they want to keep the fresh feel of soap and water, rinse-off facial washes or cleansing bars. Using tepid rather than hot or very cold water will also help leave skin feeling more comfortable.

Dryness can also make skin appear sensitive, reacting to products which have previously been used without problems. This is usually due to irritation rather than allergy. But hypo-allergenic products are still a good choice because their ingredients are usually too mild to irritate — though customers should be told that no product can be guaranteed not to cause a skin reaction. Baby products are also useful options, and customers should be advised to avoid products containing alcohol, like some toners.

Special attention should be given to dryness in the eye area — the very fragile skin here must be treated gently. Some customers will prefer to choose richer creams for this area, but if they are at all prone to puffiness around the eyes, it's better to recommend a

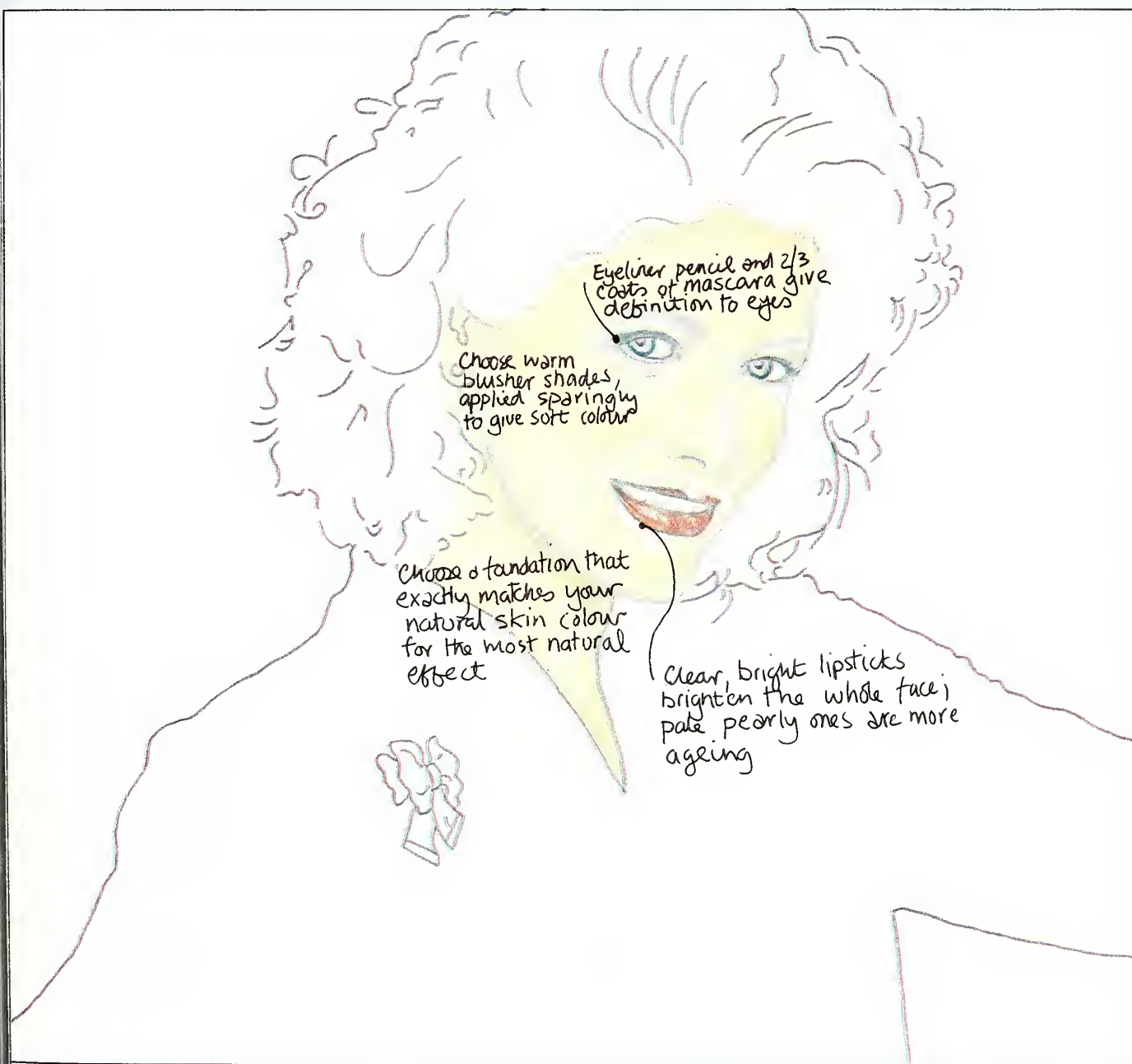
light gel. Either formulation should be applied quite sparingly and patted in gently with the ring finger.

Older skin can also be prone to a dull appearance, caused partly by its dryness. A good moisturiser will help prevent this problem, but as an extra treatment, it's a good idea to recommend weekly use of a gentle facial scrub, followed by a deep cleansing face pack.

In addition to the regular skincare regime, older women should be advised to rigourously protect their skin from the sun. The face in particular should always be protected with a high protection sunscreen while sunbathing, and if customers want to tan, then on the face at least, they should aim for a light gold rather than deep mahogany.

Haircare

Like skin, hair becomes drier with age, which can make it dull-looking, brittle and difficult to style. The remedy is a mild shampoo — anything labelled for dry hair or frequent use — followed by a good conditioner, and gentle treatment. Frequent tight perms should be avoided, and use of hairdryers and heated appliances kept to a minimum.



Weekly intensive conditioners will also help — they should be applied after shampooing and left on for up to half an hour. They work best if combined with moist heat, and this can be achieved by covering the scalp with cling film or a plastic shower cap, then wrapping it in a warm towel.

The major hair worry for the older woman, is the dreaded grey hairs. Hair that's grey all over can look stunning, and for customers who like their hair grey or white, there are several colour enhancers on the market which give subtle tones to the hair and leave it in excellent condition. For most women though, grey hairs cause more problems while they're still patchy, so they're looking for ways to cover up the grey or blend it in with the original colour.

Semi-permanent colours will blend in a slight sprinkling of grey hairs, and because

When choosing a colourant to hide grey hairs, women often look for the shade that's nearest their own original colour, but as skintone as well as hair lightens with age, it can be a better idea to choose a colour that's one or two shades lighter than the original one.

An alternative option that's often ignored by women who want to cover grey are highlights and blonding products. Highlights are a very good way to blend in a sprinkling of grey all over the head, though they should only be used if the hair is no darker than mousey brown or light auburn. While salon highlights can cost anything from £15 to over £100, home highlighting kits are usually less than £5 and are very simple to use, especially if a friend can help with the back.

For all-over grey hair, blonde colourants are an excellent choice, as the hair is usually pale enough to be coloured without pre-

longer if it's applied over moisturiser, preferably after the moisturiser has had about ten minutes to sink in — if skin is very dry it may even be necessary to apply moisturiser once and allow it to sink in for ten minutes, then apply some more immediately before foundation goes on. Liquid and cream foundations are usually the best choice for older skins, and they should be applied with a just-damp sponge and blended so there are no hard edges around the jaw.

As with hair colourants, it's important that the customer doesn't automatically choose the shade she's always used — as her skintone lightens with age, a pale shade may be more suitable. The right foundation colour is one which seems to disappear against the skin, evening out the skintone without adding any colour. Foundation can be followed by a concealer, one shade lighter, to hide any blemishes or shadows under eyes — but it shouldn't be used on under-eye bags, as the paler colour only emphasises puffy skin.

Older skin needs just a light dusting of powder to finish off the base — too much will emphasise dry skin. Powder should be pressed on with a puff or cotton wool, then the excess dusted off with a soft brush. Loose powder gives a more natural look than pressed.

Blusher is important to give shape as well as colour to the face, especially if there is any sagging around the jawline or cheeks. It should be applied very lightly to give soft, sheet colour. To work out where blusher should be applied on a customer's face, hold a brush or pencil from the tip of her ear to the corner of her mouth — the blusher should go along the line formed by the pencil. Powder blusher is easiest to apply to dry skin, as cream may tend to settle in dry patches.

Smokey neutral eye colours are the best choice for older faces — both bright shades and pastel blues and greens are best avoided, as are pearlised products, which emphasises crêpey eyelids. Mascara is a must to open up the eyes, and pencil liners will add definition, softly smudged with a cotton bud for a more natural look. Unless the customer is very dark, both eyeliner and mascara are more flattering in brown or grey than black.

Bright, clear colours are a good lipstick choice — pearly and very pale shades can be ageing. Coral, brick, clear pink and peach give good definition to the face, though older customers may be hesitant to try them at first.

Problems with lipstick 'feathering' into lines around the lips can be helped by taking foundation over lips, then outlining with a pencil to match the lipstick and filling in the lips using a lipbrush.



Pictures courtesy Pond's cream

As it ages, skin becomes drier, so many women will want to use a richer cream

they are quick and easy to apply and gently fade rather than having to grow out, they're a good solution for the customer who just wants to hide a few grey hairs.

If the hair has more than a sprinkling of grey, however, the customer will need a permanent colour, and should be warned that this will need re-touching every four to six weeks as the roots begin to show.

Many women are nervous about using permanent colours for the first time, but they should be reassured that the excellent formulations on the market today will give very good results and don't damage the hair as old-fashioned colourants did. Do advise that it's essential to follow the instructions to the letter — and it's a good idea to get a friend to help out with the colouring if possible, so they can make sure it's evenly applied to the bits at the back.

lightening, so the customer doesn't get the dryness associated with using bleach. And because the skintone has lightened along with the hair, ash blonde shades are often very flattering to the complexion.

Make-up

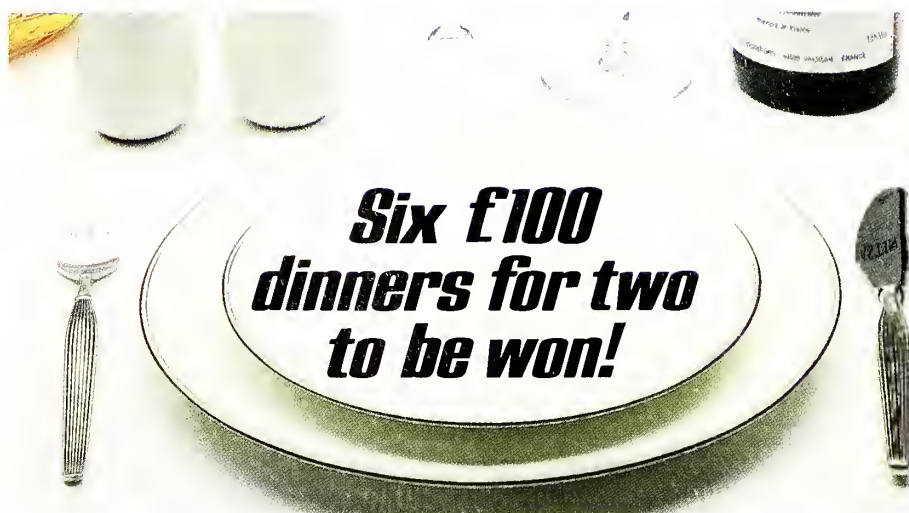
Older women often feel worried about wearing make-up, and end up abandoning it altogether, or sticking to the same blue eyeshadow and pink lipstick they've worn for the past twenty years. Sympathetic and knowledgeable advice is essential if customers are to feel happy buying make-up from you. A skilfully applied make-up in flattering colours can really add definition to an older face, but there are a few guidelines that need to be followed.

Foundation will be easier to apply and last



Looking good — feeling great!

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Setlers Tums is a unique indigestion remedy. Unlike other mint-flavoured products, Setlers Tums comes in an assortment of three fruit flavours – orange, lemon and cherry.

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All entries must arrive by October 7th 1989.

The winners will be the first 6 correct entries drawn after the closing date from all entries received.

COMPETITION ENTRY FORM.



Example:

1. _ _ D _ _ E S _ _ O _ _

Ans. INDIGESTION

6. A _ _ _ R _ _ _ / _ L _ _ _ _ _ S

2. B _ E _ _ A _ _

7. T _ _ L E _ _

3. _ R _ N _ _

8. _ _ _ C I _ _ / R _ _ H

4. _ O _ / _ O D _ U _

9. E _ _ E _ _ I _ E

5. R _ _ E D _ _ _

10. _ R _ _ T / _ A S _ _ _ G

RULES

1. All entries must be made on this entry form.
2. The competition is open to all pharmacy assistants, but not to employees of Beecham Group plc or "Chemist & Druggist", their agents or families.
3. All entrants should seek the permission of their manager or employer to participate in the competition.
4. The judges' decision is final. No

correspondence will be entered into and no responsibility will be accepted for entries lost, delayed or damaged in the post.
5. The competition will be judged at Glennie Communications and winners will be notified by post.
6. A list of prizewinners can be obtained by sending a stamped addressed envelope to the competition address after November 20th 1989.

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POSITION _____

CHEMISTS NAME _____

ADDRESS _____



FOCUS ON SKIN

Skin: The Medical aspects

Liverpool community pharmacist Jeremy Clitherow looks at skin and the problems that can bring customers into pharmacies looking advice.

The skin is the largest living organ of the body but is often neglected, abused or damaged in the normal course of a busy life. Some of the conditions affecting the skin get better on their own, whereas others need help to speed the repair.

Considering the nature of a counter assistant's job many of the people seeking advice will probably be taking some form of medication. Reactions to drugs are commonplace, so, as with all interviews, the first question must be to find out whether the condition is medicine-related or not. So always ask if any medicines are currently being taken.

But before going any further, you need to know the skin's basic structure, skin types and common skin disorders, to be able to ask scientific and systematic questions. What follows then will reinforce the difference between professional healthcare and merely selling medicines.

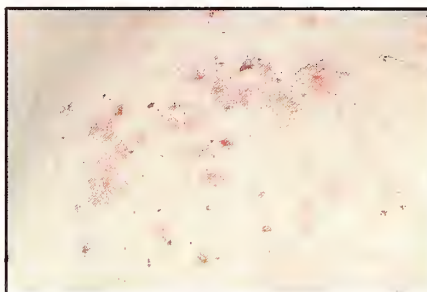
Anatomy

Skin changes in structure from one part of an individual's body to another. For example, the skin covering the eyes is very much thinner and finer than the skin on the soles of the feet; skin on the forehead and the back, cheeks and chest vary in their greasiness. However, the role of skin is the same all over the body — to contain, protect, cover and to act as a membrane for the structures underneath.

The diagram shows that there are two main layers of the skin, the upper epidermis, and the lower dermis. Below the dermis is a layer of subcutaneous fat. New skin is formed in the lowest layer of the epidermis where the cells divide and gradually displace the ones above them. In normal healthy skin, the process from production by division at this basal layer to the surface takes approximately four weeks. Once at the surface the cells harden, die and flatten to form the horny layer we associate with normal skin.

In certain medical conditions, this process speeds up and it is the increased turnover of skin cells which is responsible for the condition. Eczema is one such condition, psoriasis (p11) is another. The epidermis varies in thickness from one hundredth of a millimetre to three millimetres, depending on its site and the function it performs.

The dermis is the substructure which provides the mechanical support to the skin.



Eczema

It consists of collagen fibres giving strength intermeshed with elastin, giving elasticity. The dermis is nourished by blood capillaries and gives support to blood vessels, sweat glands, hair follicles and sebaceous glands.

Skin classification

Normal skin is flawless, soft, elastic and looks healthy. It is often more sensible to examine the whole of the skin rather than to relate to one area alone in which case the term combination skin is useful and more appropriate.

Dry skin is just that. It looks drab and old and

does not do justice to the person. Strong sunlight and harsh detergents wreck healthy skin producing the same effects as are seen on the weatherbeaten faces of fishermen. Moisturisers on the cosmetic side and skin emollients that soothe, smooth and hydrate the skin are the answer. Aqueous cream is the simplest and most economic formulation, others, including many oily bath preparations for large areas of dry skin, can be found in our product listing on p15.

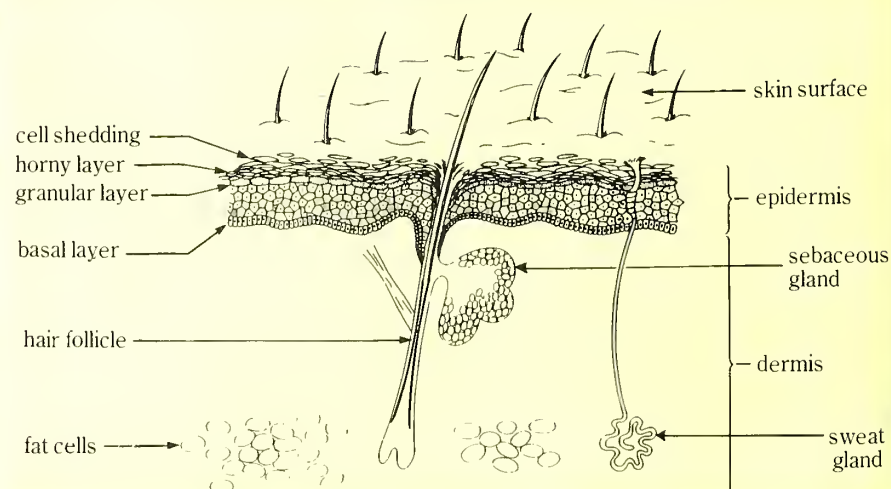
Oily skin shines because of excessive sebaceous fluid. It is particularly noticeable on the forehead, chin, cheeks and back. Characteristically the pores are wide open inviting blockage and infection. Diet is now thought to have little effect on oily skin. Proper hygiene is essential if acne and blemishes are to be avoided.

Astringent lotions, cleansers, abrasives and more specific remedies for acne were covered in *Over the Counter* in January.

Delicate skin is typically very fair and thin, and is easily burnt by wind and sun. Cosmetics and detergents need to be chosen carefully to prevent drying, cracking or peeling. Holidays are fraught with danger — swimming pools tend to be over chlorinated, the sun is at its strongest and sea breezes, while pleasant, are almost abrasive. So protection is the answer.

Diagram 1

SKIN STRUCTURE

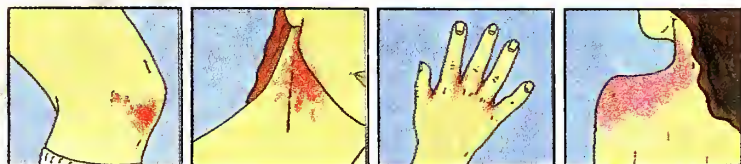


For fast, effective treatment face the problems with Dermidex

Your patients' questions answered

Questions are frequently asked about effective treatment for a range of skin conditions. For some of these, hydrocortisone would be contra-indicated, for others it could seem too potent. Recommend Dermidex. Dermidex has a local anaesthetic to soothe away irritation and antiseptics to guard against infection. And, because it has a gentle but effective action, it can be used for a wide number of problems.

<i>Skin ailments</i>	<i>Dermidex</i>	<i>Topical Steroids</i>
Facial rash	Soothes and protects	Should not be used on the face
General skin irritation	Soothes itching	Not recommended for large areas of the body
Cuts and grazes	Fights infection, promotes healing	Open cuts should be avoided with this treatment
Open sores	Soothes the pain, fights infection	Inappropriate
Feminine itch (personal irritation)	Cooling action relieves irritation while reducing infection risk	Not recommended
Anal irritation	Gentle treatment to soothe irritation	Not recommended



Quickly soothes the
irritation of itching skin

DERMIDEX
Fast acting dermatological cream

30 g

What goes wrong?

Age comes to us all. Skin loses its tone and vitality. The elasticity goes and wrinkles and brownish blemishes develop. Sebaceous oily secretions decrease and the skin looks tired. This may depress some people, especially women. A little help will restore tone and health to a jaded skin and by so doing work wonders for the confidence of the customer (see p4).

Blemishes must be examined critically to determine their cause. Is the underlying reason for the spot trauma, an infected open pore, acne, a single blackhead, improper hygiene or could it be something more complicated?

Cancer of the skin may be divided into three basic categories — basal cell cancer producing rodent ulcers, squamous cell cancer and malignant melanoma. The problem is made worse by the use of sunbeds and injudicious sun worshipping. If the lesion is spotted early, correctly diagnosed and properly treated the cure rate is very high. Be alert. All three types originate as seemingly harmless areas of discoloration or lumps. Treatment is usually surgical, and speedy recognition is important for a good outcome.

Rodent ulcers, the most common skin cancers, grow slowly and are usually on the nose, cheeks, head or neck. They have pearly margins to a circular or oval reddened ulcer. Treatment is surgical.

Squamous cell cancers tend to be irregular in shape originating as a hard lump which

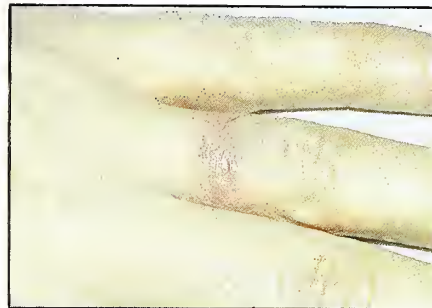
breaks down to form the characteristic ulcer.

Malignant melanoma looks like a mole but with two major differences. It has irregular edges with different shading and is potentially very dangerous. Any blemish which looks like a mole, particularly if its edges are irregular, has multiple coloration, is growing or bleeds should be examined by a doctor as a priority.

With all of these skin problems, speed in diagnosis is a priority. If you have any suspicions, ask your pharmacist to take a look. It may seem strange but by ensuring a doctor looks at a skin problem, you could save someone's life.

Dermatitis

Dermatitis and eczema are almost synonymous terms. Both describe the inflammatory response of the skin which produces typical red itchy scaly eruptions. As with the other skin conditions which itch, scratching often aggravates, inflames and infects the site.



Dermatitis caused by detergent trapped under wedding ring

The important factor is to determine the cause, which may be external or internal. In contact or allergic dermatitis an irritant like nickel, wool, deodorants, perfumes, soaps, detergents or insects may be the culprit. The reaction will be local and follows contact with the irritant. It is this type of dermatitis which is most commonly seen in the pharmacy.

By asking how long customers have had the condition and trying to find the cause — a change to a new washing powder, a new piece of jewellery, a new jumper — assistants can sensibly advise a course of action.

Hydrocortisone creams have been

available over the counter for a couple of years for just this problem, together with insect bite reactions. The cream should not be applied for more than one week, and should not be used on the face, genitals, if pregnant or on children under 10 years of age.

If the culprit is an internal factor, treatment is more difficult and relies on suppressing the eruptions. Such cases are usually dealt with by a doctor.

Infantile eczema is normally seen at approximately one year of age and fortunately is self-limiting — most children grow out of it by five years of age, but some still suffer at ten. It is associated with asthma and hay fever. Irritability and tiredness are inevitable because of the disturbance of sleep by the itching.

Seborrhoeic eczema may be subdivided into cradle cap in infants and the adult form where greasy scales and dandruff predominate. The latter type tends to be itchy whereas the former does not (see *Over the Counter* last month, p11).

Drug Induced Reactions

Abnormal red flushing (**erythematous**) reactions may develop rapidly (two to three days) in cases of previously sensitised patients, or as a later type of reaction (nine to ten days) where the sensitivity develops during the course of the medication. The most commonly implicated drugs are antidepressants, diuretics, gold, non-steroidal anti-inflammatory drugs, penicillins, phenytoin, sulphonamides and some anti-ulcer drugs.

Itching (**pruritis**), if drug induced, is usually localised but can lead to infection because of the involuntary scratching associated with the condition. Contact pruritis in the case of certain suppositories is common. Antibiotics may cause the overgrowth of thrush, leading to pruritis.

Urticaria (hives) is a very common side effect with certain drugs. Sensitised patients may develop spectacular reactions which last for days. Some drugs, notably some antidepressants, can sensitise the skin to light, sufferers have to cover up carefully when going out in strong sunlight.

Psoriasis

Psoriasis affects some 2 per cent of all of the population, men and women alike. It is very rare below school age and unusual before school leaving age.

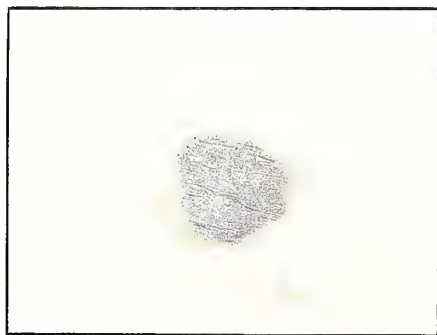
No direct cause has been established but there are strong family tendencies. What is well known is that in some psoriasis sufferers, who may have been in a dormant phase for many months or even years, the condition can be triggered by an infection, a medicine, stress or trauma.

The condition is similar to eczema in the rapid turnover of skin cells. The appearance is a raised, well defined and shaped lesion, red in colour but with whitish scales which may be rubbed off. (See *Factfile* opposite).

Action

Think about the products you recommend to customers who have problems with dry and irritated skin. Are you familiar with the soap substitutes you can suggest when asked for advice? Try and work out a rationale for dealing with cosmetic inquiries like dry skin to distinguish them from skin problems like eczema. Ask your pharmacist how you should deal with customers with skin problems.

Photographs of eczema and melanoma courtesy Dr I Sarkany, consultant dermatologist, Royal Free Hospital, London. Photograph of irritant dermatitis taken from Ashton and Leppard: "Differential Diagnosis in Dermatology", published by Radcliffe Medical Press, Oxford, at £49.50.



Malignant melanoma

Products available

Abrasives	assist in scrubbing away the dead surface skin cells to expose the layers below. Excessive use is not recommended.
Astringents	are usually alcoholic lotions which dissolve away the remnants of grease from the skin surface. They should not be used on broken or weeping areas for patients with dry skin.
Calamine	lotions and creams are very widely used for their soothing effects.
Cleansers	remove dirt, accumulated sebum, make-up and dead skin cells. Soap tends to be alkaline and may be too drastic for delicate skins.
Coal Tar	appears to reduce scaling and damps down itching.
Emollients	soothe, smooth and hydrate the skin. Aqueous cream is the simplest and most economic. Also emollient bath additives.
Emulsifying ointment	a compound ointment of wax, white soft paraffin and liquid paraffin. It is particularly useful for patients who must not use soap for washing. It has a mild anti-inflammatory effect.
Hydrocortisone	cream has revolutionised the treatment of non-infected inflammatory skin conditions such as contact dermatitis. It should not be applied for more than one week and is not for the face, genitals, pregnant women and for children under 10.
Moisturisers	help to re-hydrate the skin. They soften and smooth rough skin.
Salicylic acid	dissolves away hard and scaling skin.

Factfile

A common skin problem, but what exactly is psoriasis? And how can you get rid of warts, without getting up in the night to collect the dew at the full moon?

Subject: Psoriasis

Psoriasis is a chronic disorder of the skin which affects 2 per cent — one in 50 — of the population. It can affect anyone of any age, but particularly those between 14 and 35. There is no difference in the incidence in men and women, though women do tend to develop the condition at an earlier age.

Psoriasis typically appears as raised red, or salmon pink, patches (plaques), covered with silvery detachable scales. The plaques are rough to the touch and tend to be round with a well-defined outline. The commonest sites are the elbows, knees, scalp, ears and groin. Itching can be a problem. Scratching the plaques may make them bleed.

In many cases, psoriasis is little more than a nuisance, but 5 per cent of sufferers also have a form of arthritis, and in severe cases, the skin condition can cover much of the body. The BBC series 'The Singing Detective' featured just such a case. Its author Dennis Potter, himself suffers from psoriatic arthritis.

In normal skin, cells divide in the lower layers and gradually move to the surface where they die and fall off. The process normally takes around a month from start to finish, but in psoriasis, the whole process is much faster, taking typically five days. Live (red) and dead cells (silver) appear on the surface together giving the characteristic appearance.

The exact cause of psoriasis is not known, but the overgrowth is thought to be due to the triggering of an unwanted defensive reaction by part of the body's normal immune system.

Several trigger factors have been identified, including injuries to the skin, throat infections and stress. In some cases the onset of the disease occurs around the time of puberty, pregnancy or the menopause which has suggested hormonal changes may be important. However, in others, these are times when psoriasis is least active.

Psoriasis is not infectious so cannot be caught from people who have it. However, inheritance is a feature, though it is probably susceptibility to psoriasis that is inherited, rather than psoriasis itself. If one parent has psoriasis, the chances of a child developing the condition is around 10 per cent. If both parents are affected, the odds increase to 50 per cent.

As with many skin conditions, people with psoriasis may be embarrassed about the appearance of their skin, particularly in the winter when the use of thick tarry treatment to make the condition look even worse.

Treatment aims to abolish the symptoms and improve the quality of life for the patient. Steroid creams are frequently prescribed, though their use is falling out of favour for all but a minority of patients.



Psoriatic lesion (photo courtesy Dr I. Sarkany, consultant dermatologist, Royal Free Hospital)

They are very effective in cleaning up the plaques, but long-term use can bring problems with side-effects.

10. The mainstays of treatment are coal tar and dithranol. Tar has long been used for psoriasis, but the smell and appearance is unpopular with some patients. Newer formulations are an improvement.

11. Dithranol is also a long-established treatment. A very powerful drug, it may cause skin irritations so is applied only to the plaques. It is now widely used in "short contact" therapy, in which a cream, starting with a low strength, is applied, then washed off in a shower or bath half an hour later. Treatment continues until the texture of the skin feels normal, usually after four to six weeks.

12. In some patients, ultraviolet light therapy is used, though this is reserved for more serious hospital cases.

13. This article has been put together with the help of material from the Psoriasis Association, a self-help group covering the UK and Ireland which has around 10,000 members, both sufferers and non-sufferers. As well as providing information about the condition, the Association supports sufferers with a network of local groups. Each member also receives the quarterly journal "Beyond the ointment", which tackles the issues affecting people with psoriasis from both the medical and personal perspectives. The Association also expects to donate £50,000 this year to various research projects into the disease. Further information on the Psoriasis Association, a registered charity, can be obtained from Mrs Linda Henley, The Psoriasis Association, 7 Milton Street, Northampton NN2 7JG.

Subject: Warts and verrucas

1. Warts are caused by an infection of the skin by a virus. They occur mainly in teenagers, because the virus is easily picked up at schools and sports centres. The virus usually enters through a slight area of damage.

2. The skin surface is rough and the shape of

the wart irregular. There may be a black or brown spot in the centre. Pressure applied to the side of the wart may cause pain, especially with plantar warts on the soles of the feet (verrucae).

3. Warts are notoriously difficult to get rid of, though most will eventually disappear by themselves. But once you've had a wart, you cannot stop them from recurring. However, you can avoid contact with the virus. The rules are: do not touch warts on other people, do not wear anyone else's shoes, and put on footwear (or verruca socks) in public lockers and showers.

4. Most people with warts do try to treat them, either with a product from a pharmacy or with a prescribed product from a doctor. It is most important to continue treatment regularly and thoroughly, until the wart has completely disappeared. This may take as long as 12 weeks.

5. Wart treatments bought over the counter must not be used on the face or the genitals. When treating warts, care must be taken to ensure that the medication does not come into contact with the surrounding normal skin, as these products are usually irritant.

6. Treatments contain ingredients such as salicylic acid (eg Verrugon), salicylic acid and lactic acid (eg Salactol, Cuplex), glutaraldehyde (eg Glutarol, Novaruca) and formaldehyde (Veracur). These work in a variety of ways. Some dissolve the wart and others claim to kill the virus.

7. Depending on the product used, paring down any hard skin with a pumice stone or emery board may speed up the treatment process. Sometimes, especially with verrucas, it is advisable to put a plaster over the wart after application of the medication. The two-fold benefits are that it enhances the penetration of the preparation and provides a physical barrier to lessen the risk of cross-infection.

8. A variety of old wives tales exist about how to treat warts. One cure was to rub the warts hard to make them bleed, using a handful of grain which was then fed to chickens — so the warts were eliminated! Stubborn warts were vanquished after the unfortunate victim attended three funerals, and during the procession recited "John, take me also along" as the bells tolled.



Wart (verruca) on sole of foot

Taken from Ashton and Leppard: 'Differential Diagnosis in Dermatology', Published by Radcliffe Medical Press, Oxford, at £49.50

The art of persuasive communication

Ken Howells, training controller for Vantage, looks at the verbal aspect of communication with the help of cartoonist Paul.

In community pharmacy we are engaged in offering a service which includes selling products directly to the consumer. It's a "people's" business and we have to communicate with them. It is said that 70 per cent of a typical salesperson's time is spent in communicating, so it's an essential ingredient in creating and maintaining a successful business.

However, regardless of how well informed you may be on, for example, product knowledge (which the customer expects you to have), unless you can pass this information on in a way they can understand, then you are not communicating at all. You are simply talking to yourself!

To be successful in business, or indeed in anything, you need to learn how to communicate "persuasively" if you wish to get on. Fortunately, persuasive communication is not made up of intricate principles or ideas; it can be summarised quite simply as:

1. Knowing just what you want to say, and
2. Saying it in a convincing way, which can be understood by others.

However, because it is such a

straightforward and simple principle, people fail to realise that they must keep studying its application. Communication requires constant study, not because of the extensive range of the subject, but also because the meanings of words and phrases are continually changing. You cannot just train yourself to communicate and then simply stop studying.

Look in the Post Office

The next time you are in a Post Office, take a good look around: what do you see? Loads of notices and signs with all kinds of information, instructions, advice, warnings, rules, regulations and so on. It's confusing. We receive a vast amount of information, probably too much, but there is no real communication.

Communication needs people; it's a two way process. That is why the customer needs the sales assistant as much as sales staff need customers. There is so much to explain and pass on. Are those tablets alright for children? Is this shampoo suitable for dry hair? What can you advise for a sore throat? That, of course, in a pharmacy, is where you come in.

Communication is reasonably easy when the customer knows exactly what they want. However, it becomes more difficult when they

are not too sure. This is where you will really need to start to communicate. A member of sales staff is never just selling a product. She or he is enhancing it or detracting from it depending on their communication skills. Good customer relations, and therefore sales, are achieved through effective two-way communication between the customer and the salesperson.

What is persuasive communication?

Persuasive communication can be defined as the passing of a "message" from one person to another. There are, of course, many ways of passing a message, for example by writing a letter, telephoning, using morse code, and so on. But here we are concerned with a face to face situation, involving speaking, listening, and the using and watching for non-verbal gestures (body language).

The verbal aspect includes these important points:

1. **Tone:** The first thing which is communicated to your listener is the tone you adopt. For normal purposes in retail work you should aim for a bright tone which communicates interest and enthusiasm but which is not aggressive. Remember the tone of your voice gives away your real feelings and attitude.
2. **Choice of words:** You should endeavour to choose words which your listener is likely to understand, avoid jargon, and clichés such as "there you go" and "no way" which only irritates customers. Choose words which will add to your purpose in communicating.
3. **Accent:** There is nothing wrong with accent but be aware of its possible effects on visitors to your area. In these circumstances it may be a good idea to modify your tone to compensate.
4. **Clarity:** Whatever tone and accent you use your speech should be clear and easy to listen to.
5. **Body language:** Do be aware of the body language you are using. Try to adopt friendly and inviting expressions. This will portray you naturally if you really care for your customers. Watch out for aggression in your body language, and be warned, body language tends to dominate the whole of a face-to-face communication.
6. **Organisation:** Whenever possible organise your information in a logical manner to make it easier to follow.
7. **Eye contact:** Maintaining eye contact is important to both speaker and listener. It shows interest and attention, and, of course it is an expected courteous gesture.

In the next two articles we will cover the other aspects of effective communication — active listening and body language.



Aim for a bright tone which communicates interest and enthusiasm...



Choose words your listener is likely to understand...



Be aware of the effect of accent on visitors to the area...



Speech should be clear and easy to listen to...



Try to adopt friendly and inviting expressions...



Organise information in a logical manner...



Eye contact is important to both speaker and listener...

Questions & Answers

The National Pharmaceutical Association's syndicated "Ask your pharmacist" column appears in dozens of local newspapers and freesheets on a regular basis. Each month, *Over the Counter* features the coming month's questions and answers.

My Spanish holiday is due to begin with a ferry journey. In the past, I have suffered from sea-sickness. What can I do to prevent it?

Make sure you are not tired when you travel. Eat only lightly beforehand and avoid greasy foods. On the journey, keep cool and get plenty of fresh air on deck. Watch the horizon, and don't try to read or write. If the weather is bad, lie down on your side — not your back — and keep your eyes shut. Modern travel-sickness preparations are very effective, although they might make you sleepy or temporarily blur your vision. Do not drive if you are affected in this way. Ask your pharmacist to suggest something, but don't take these medicines if you are pregnant or you suffer from glaucoma.

My daughter has just married. She has suffered from rheumatoid arthritis for ten years. Will this affect her chances of having a family?

No. Your daughter should be able to have children perfectly normally, though she might need a Caesarian delivery if her hips are badly affected by the disease. She should talk to her doctor before trying to conceive, as she might need to change her treatment to avoid possible harm to the baby.

The label on my antidepressant tablets says I shouldn't sunbathe while I'm taking them. Why?

The tablets will make your skin sensitive to sunlight. If you sunbathe you might become very red, develop an itchy rash or painful blisters. If you need to go out in the sun, wear a loose, long-sleeved shirt and trousers. Use a sunblock cream on your face and hands, and wear a hat. Certain water tablets and antibiotics can have the same effect. If you're worried, have a word with your pharmacist.

I have been advised to give my baby gripe water to help with her colic, but I am worried by reports that it contains alcohol. Is this dangerous?

No, alcohol is usually used to preserve the mixture. In small amounts it is harmless. As with all medicines follow dose instructions carefully. If you are still worried, ask your pharmacist which products contain the least alcohol.

Lately I have been suffering from indigestion. Is there anything I can do, or do I have to put up with it?

You should try and find out what is causing your indigestion. It could be a certain food, like cucumber, pepper, onion or beans. Or maybe you are eating too many rich foods, too fast or too late in the day. Stress and worry can cause indigestion, and so can too much alcohol or smoking. Have a word with your pharmacist who will be able to recommend a remedy for short-term use. If your indigestion persists, see your doctor.

I can't get my baby to take his medicine from a spoon. Is it alright to put it in his bottle, so that he can drink it with his milk?

Never add medicine to your baby's bottle. It might react with the milk, and if he doesn't finish his bottle, you won't know how much of his medicine he has had. Either way, the medicine won't be as effective as it should be. Ask your pharmacist for a child's medicine dispenser. You might find it easier to manage than a spoon.

I heard the slogan "Slip, slop, slap" on the radio yesterday. I wasn't giving the programme my full attention, so can you tell me what it means? I'm intrigued.

The slogan is all about safe sunbathing. It was adopted by Australian authorities in an effort to stop the rise in skin cancer cases caused by the strong sunlight there. It means: Slip on a top. Slop on some sun cream. Slap on a hat. Every time you go out in the sun.

How important is it to brush your teeth with a fluoride toothpaste?

Used regularly, fluoride toothpaste will help keep your teeth healthy. Fluoride keeps your tooth enamel in good order, making it more resistant to decay. It also helps to prevent the conversion of sugar to harmful acid. It is especially important for children to use fluoride toothpaste, or to take fluoride drops/tablets until they are about 12. This will strengthen their teeth as they develop. Ask your pharmacist for a supply. You will not need supplements if fluoride is already added to your drinking water.

I am going through the "change of life", suffering from hot flushes and night sweats. Is there anything I can do to make life more comfortable?

Wear layers of clothes that you can take off and then put on again easily. At night use cotton sheets, wear a cotton nightdress and keep a spare one by your bed for a quick change. It is a good idea to keep by you a cooling cologne stick, available from your local pharmacist. If your symptoms are severe and difficult to cope with, see your doctor who might recommend hormone replacement therapy for you.

I have read that the government is going to allow food irradiation. Will treated food be safer or more dangerous for our health?

Irradiation of food will sterilise it, killing germs, such as salmonella, which cause food poisoning. It will also kill pests and reduce moulds and bacteria. For this reason, the process has been approved by the government and the World Health Organisation. Irradiation also reduces the vitamin content of treated foods. It damages most vitamins (particularly A, B1, C, E and K), destroying between 5 and 15 per cent, depending on the food. To stay healthy on a diet of irradiated food, therefore, you would probably need to take a multivitamin supplement.

I am worried about getting a tummy upset on holiday. What should I do if it happens?

Before you leave for your holiday, ask your pharmacist for loperamide capsules for adults and rehydrating solution for children. If you do become ill, you should stay on a fluids-only diet until your symptoms subside. The capsules should reduce the diarrhoea. Most cases of travellers' tummy should clear up in two or three days. Dehydration, or lack of water, is the biggest danger in diarrhoea, so children should be given rehydrating solution as soon as they become ill. If diarrhoea contains blood or lasts more than five days, you should seek medical help.

What is royal jelly?

Royal jelly is produced by worker bees for the queen and her young larvae in the hive. It contains B vitamins, amino acids and minerals. It is available from your pharmacist in capsule form, and is said to increase energy.

I suffer from constipation occasionally. Should I take laxatives?

Laxatives don't cure constipation; they will help with the problem in the short-term. Ask your pharmacist to recommend one for you, but don't take it for more than one or two days. Frequent and continual use of laxatives is not good for your system. Make sure your constipation is not a side-effect of some medication you have been taking — iron, for example. Try to increase the amount of fibre you eat (whole grains, cereals, pulses and fresh fruit). Drink plenty of liquid every day, and take regular exercise. You might then avoid the problem altogether.

My son has been badly sunburned while out rowing. What should I do?

You should treat sunburn the same way as any other burn. Your pharmacist will be able to suggest a cooling lotion or cream and, if your son is more than 12 years old, aspirin will help relieve the discomfort. Do not cover the affected area with dressings and leave any blisters to heal — do not burst them. Give your son plenty of water to drink and cool baths will also help. If the burning is severe, he should see his doctor.

I was horrified to hear about the toddler who died after eating his mother's iron tablets. Are all health supplements dangerous to little ones?

Too much of any medicine can be dangerous. Iron is particularly poisonous to children, whose systems are not able to cope with it. Herbal medicines, too, can be harmful. Just because remedies are natural doesn't mean they are automatically safe — especially for children. Keep all your medicines and health supplements in a locked box or cupboard well out of reach, even of children standing on stools.

My mum says my cheap sunglasses are bad for my eyes. She says I should save up for some with proper lenses. Is she right?

Yes. You can damage your eyes wearing cheap sunglasses. There are plenty available with fashion frames and good lenses. You would be investing in your health if you bought a pair with polarised lenses, which will filter out harmful ultra-violet rays. Ask your pharmacist or optician for advice before you buy.

? Can you suggest a new question for the National Pharmaceutical Association to answer in its provisional Press series? If you have a poser, perhaps one that your pharmacist routinely faces, and the NPA chooses to answer it through the media, C&D will pay you £25. Questions please, to the Editor, marked "NPA Q&A", *Over the Counter*, Chemist & Druggist, Benn House, Sovereign Way, Tonbridge Kent TN9 1RW.

Skin

Soothing, protective, "anti-allergy"

The products in this section are for damaged skin conditions. There are many causes of damaged skin; it may be that the skin has become excessively dry, then cracked and sore (chapped). Alternatively, over-exposure to the sun may be the cause of red, raw, burned skin. A recognised medical condition may be present, for example eczema or callouses. The list also includes products for contact and irritant dermatitis.

Generally, these products are emollients (soften and soothe the skin), and contain some form of oil — perhaps an oil-in-water cream or emulsion, or a more greasy ointment. They may be applied directly on to dry or wet skin; others are used as a bath additive.

Products specifically for acne were listed in January's issue, products for athlete's foot and nappy rash in February's issue and products for sunburn in May. Last month we featured antiseptic skincare.

Anethaine

(P)

Evans

Non-greasy, vanishing cream containing tetracaine hydrochloride 1%

Irritated skin, stings, insect bites and nettle rash
Smooth on to affected area
Repeat as needed two or three times a day

Caution: Not suitable for children under 3 years. Do not apply to broken skin
25g **£1.25**

Anflam

(P)

Cox

Cream or ointment containing hydrocortisone 1%

Irritant and contact allergic dermatitis, insect bite reactions
Use sparingly over a small area once or twice daily for a maximum period of one week

Caution: See box
15g **£1.42**

Antipeol

(P)

Sestri (Sales)

Ointment containing zinc oxide 20%, ichthamol (1 in 3) 2.8%, salicylic acid 0.1% and urea 0.1%

Soothing relief of minor skin problems
Smear the ointment first around, then on the affected area.

Renew applications frequently, after removing the old ointment with clean cotton wool or lint
18g **£0.99**, 37g **£1.16**, 93g **£1.95**

Anthisan

(P)

Fisons

Cream containing mepyramine maleate 2%

Allergic skin reactions, insect bites and stings, nettle rash
Rub in gently two or three times daily for up to three days

Caution: Discontinue if skin sensitivity occurs
25g **£1.61**

Aquadrate

(P)

Norwich Eaton

Specially formulated base containing urea 10%

Atopic eczema, ichthyosis and other chronic dry skin conditions
Wash affected areas well, rinse off all traces of soap, dry and apply Aquadrate sparingly, twice a day. Dressings are usually unnecessary

Caution: May cause irritation on sensitive skin
30g **£2.81**, 100g **£8.47**

Remember

All these products are for external use only.

Always advise the customer to follow the directions on the pack, for example some products cannot be used if the skin becomes broken.

Warn the customer to discontinue use of any product that worsens the condition.

Advise the customer to consult their doctor if the condition persists.

Aveeno Powder

Dendron

Regular or oilated colloidal oat fractions

Dry skin conditions

Adult: Disperse one sachet into warm bath **Baby:** Disperse half a sachet into warm bath

Caution: Bath surface may become slippery
Regular 50g **£0.65**, Oilated 30g **£0.65**

Aveeno Bar

Colloidal oat fraction

To wash all skin types when ordinary soap is not tolerated

Caution: Keep bar dry when not in use
75g **£1.29**

Aveeno Emulave Bar

Colloidal oat fraction

To cleanse dry skin when ordinary soap is not tolerated
75g **£1.29**

Aveeno Emulave Fluid

Liquid containing colloidal oat fraction plus collagen

To use as a soap substitute for sensitive skin
150ml **£2.99**

Aveeno Cream

Cream containing oat and allantoin

Dry skin conditions
Apply cream to dry area
75ml **£1.99**

Balneum

(P)

Merck

Bath oil containing soya oil 84.7ml in each 100ml

Dry skin conditions including dermatitis and eczema

Adults: 1 measure (20ml). Take 2-3 baths weekly. **Children:** ¼ or ½ measure (2.5-5ml). A daily bath is recommended
225ml **£5.42**, 500ml **£10.73**, 1litre **£20.70**

Balneum with tar

(P)

Clear, brownish-black bath oil containing soya oil 55% and coal tar 30%

Eczema, psoriasis, pruritic dermatoses, ichthyosis

Adults: 1 measure (20ml). Take 2-3 baths weekly for up to 20 minutes each. **Children:** Up to ½ measure in smaller baths 2-3 times weekly, for up to 20 minutes.

Caution: Do not apply to moist and weeping dermatoses or severely broken skin
225ml **£6.42**

(P) denotes that a product is **Pharmacy only** and can only be supplied under the supervision of a pharmacist

Alcoderm Cream

(P)

Alcon Laboratories

White thick smooth cream, containing liquid paraffin in a moisturising base

Dry, chafed or irritated skin
60g **£2.51**

Alcoderm Lotion

(P)

White, smooth viscous liquid, containing liquid paraffin
120ml **£2.69**

Prices in this section are correct at the time of going to press. For latest packs and prices, see C&D Price Service

Alpha Keri Bath Oil

(P)

Bristol-Myers

Clear, colourless water-dispersible anti-pruritic bath additive, containing mineral oil 91.7% and lanolin oil 3%

Aid in the management of dry itchy skin

Bath: Add 10-20ml to the bath water and soak for 10-20 minutes **Sponge bath:** Add 10-20ml to a basin of warm water. Apply over entire body with a sponge or flannel **Infant bath:** Add 5ml to bath water **Skin cleansing and shower:** Rub a small amount onto wet skin, rinse and pat dry
Caution: Guard against slipping in a wet bath
240ml **£6.10**, 480ml **around £11.39**

Remember — OTC hydrocortisone

All products containing hydrocortisone 1 per cent that can be sold over the counter (P) **are to be used only** for contact dermatitis from allergies or irritants, and for skin reactions to insect bites and stings.

They should be applied sparingly over a small area, once or twice a day for a maximum of seven days.

They should not be used on the eyes or face, anal or genital areas, or on broken or infected skin including impetigo, cold sores, acne or athletes foot.

They should not be used during pregnancy or on children under ten years without medical advice.

Advise the customer to consult a doctor if the condition does not improve after seven days.

Blakes Witch Hazel Cream

Thomas Blake & Co

Pink cream containing distilled witch hazel, calamine and pure olive oil

Softens, cracked and sore skin, reduces bruises, stings and swellings, is cooling on sunburn and windburn

50g £2.50, 100g £3.50, 500g £14

Caladryl Cream

Warner Lambert

A smooth pink cream containing calamine 8%, diphenhydramine 1% and camphor 0.1%

Urticaria, herpes zoster, sunburn, prickly heat, insect bites and nettle stings (hives in infants)

Smooth cream onto affected area three or four times a day

Caution: Do not apply to raw surfaces or mucous membranes 42g £1.89

Caladryl Lotion

A smooth pink viscous lotion (contents as cream)

Dab lotion on 125ml £1.89

Calmurid

Pharmacia

White shiny cream containing urea 10% and lactic acid 5% in a stabilised emulsified base

Hyperkeratosis and dryness in conditions characterised by dry, rough, scaly skin

Apply a thick layer twice daily after washing the affected area. Leave on for three to five minutes and then rub in. Excess can be wiped off with a tissue

Caution: May cause smarting when applied to raw areas, fissures or mucous membranes 100g around £6, 400g around £21.55

Cream E45

Crookes Healthcare

White soft paraffin 14.5%, light liquid paraffin 11.6%, anhydrous lanolin 1% in emulsion base

Dry skin conditions and nappy soreness

Apply two or three times daily Tube 50g £1.25, Tub 125g £2.49, 500g £5.79

Wash E45

Blend of mineral oils 82%, zinc oxide 5%

Apply directly to dry skin before washing. Massage lightly and rinse off

Tub 150ml £2.69

Bath E45

Bath oil containing medicinal white oil 90.95% and cetyl dimethicone 5%

150ml £2.69

Dermacort Cream

Panpharma

Cream containing hydrocortisone 0.1% in a special cream base

Treatment of skin irritations, dermatitis and rashes due to reactions to plants and insect bites, jewellery, toiletries etc

Adults and children over 10: Apply sparingly over a small area once or twice a day. Rub gently into the skin until the cream disappears

Caution: See box 15g £1.85

Prices in this section are correct at the time of going to press. For latest packs and prices, see C&D Price Service

Dermidex

International

Cream containing lidocaine 1.2%, aluminium chlorhydroxyallantoinate 0.25%, chlorbutanol 1% and cetrimide 0.5%

Skin irritations, rashes

Apply every two hours **Caution:** Not suitable for babies 30g £1.69 50g £2.55

Diprobase

Kirby-Warrick

Smooth, uniform, white cream containing chlorocresol 0.1% as preservative, and preservative-free ointment. Both contain liquid paraffin 5% and white soft paraffin 95%

Relief of red, inflamed, damaged, dry or chapped skin, protection of raw skin areas, use as a pre-bathing emollient

Apply thinly to cover affected area completely, massaging gently and thoroughly into the skin, usually as often as required 50g £2.76, 500g (cream) £11.95

Eczederm

Quinoderm

Pink cream containing calamine 20.88% and arachis oil 12.5%

Wet and dry eczemas and other mild dermatoses.

Spread thinly over the affected areas up to three times a day 30g £1.74, 50g £2.98, 500g £15.97

Remember

All these products are for external use only.

Always advise the customer to follow the directions on the pack, for example some products cannot be used if the skin becomes broken.

Warn the customer to discontinue use of any product that worsens the condition.

Advise the customer to consult their doctor if the condition persists.

Efcortelan P

Glaxo

Cream or ointment containing hydrocortisone 1%

Contact and allergic dermatitis, insect bites and stings

Caution: See box 15g £1.40

Emulsiderm

Pale blue/green liquid emulsion containing benzalkonium chloride 0.5%, liquid paraffin 25%, isopropyl myristate 25%

Dry skin conditions

Shake bottle before use. In the bath: Add 30ml to a 6-8 inch bath of warm water. For infant bathing use 15ml. Soak for 5-10 minutes and pat dry. For the skin: Rub a small amount

undiluted into the dry area of skin until absorbed **Caution:** Avoid eyes. Take care to avoid slipping in the bath 250ml £6.80, 1 litre £18.16

Eurax Cream

Ciba

White, non-greasy, non-staining cream containing crotamiton 10%

Prompt symptomatic relief of itching of varying origins. Apply as frequently as required. Will provide relief for 6-10 hours after each application

Caution: Do not use near the eyes or on broken skin Tube 30g £1.75 100g £3.29

Evacort

Evans Medical

Cream containing hydrocortisone 1%

Insect bites and stings, contact and allergic dermatitis

Caution: See box 15g £1.45

Hc45

Crookes Healthcare

White cream containing hydrocortisone acetate 1%

Contact dermatitis from allergies or irritants, insect bites Use sparingly on a small area once or twice a day, for a maximum of seven days

Caution: See box 15g £1.49

Hirudoid

Panpharma

White vanishing cream or colourless gel containing heparinoid 0.3 per 100g

Soft tissue injuries, superficial thrombophlebitis, varicose veins Apply liberally up to four times a day

40g £3.28

Hydromol Cream

Quinoderm

Soft, white, oil in water cream containing arachis oil 10%, isopropyl myristate 5%, liquid paraffin 10%, sodium pyrrolidine carboxylate 2.5% and sodium lactate 1% in an emollient base

Conditions in which "dry skin" is a feature

Apply liberally to the affected area and massage well in. Use as often as required 50g £3.28 100g £5.38 500g £17.28

Hydromol Emollient

Clear, colourless water-dispersible bath additive containing light liquid paraffin 37.8% and isopropyl myristate 13%

Use in the bath: Add 1-3 capfuls to an 8 inch bath. Soak for 10-15 minutes. Infants: Add ½-2 capfuls to a small bath of water

As a sponge bath or in a shower: Pour a small quantity onto wet sponge or flannel and rub onto wet skin. Rinse and pat dry

Caution: Keep away from eyes. Take care to avoid slipping in

bath/shower
150ml **£2.79** 350ml **£5.38**

Kamillosan Ointment

Norgine

Light brown ointment containing chamomile extract 10%, oil of chamomile 0.5% in a base containing lanolin
Irritated skin
Tube 24g **£2.15**

Kerfoot Hydrocortisone Cream

(P)

Thomas Kerfoot

White cream containing hydrocortisone 1%
Irritant contact dermatitis, allergic contact dermatitis and insect bites
Apply sparingly once or twice a week
Caution: See box
15g **£1.46**

Keri Therapeutic Lotion

(P)

Bristol-Myers

White lotion containing mineral oil 16 per cent
Dermatitis, eczema, pruritus and other dry scaly skin conditions
Massage gently into skin three times daily or as often as required and if necessary, before bathing
Pump pack 190ml **£6.30** 380ml **£10.28**

Lacticare

(P)

Stiefel

Oil-in-water viscous lotion containing lactic acid 5% and sodium pyrrolidone carboxylate 2.5%
Symptomatic relief of hyperkeratotic and other chronic dry skin conditions
Apply as required on the affected areas
Caution: Shake well before use. Occasional transient, mild stinging. If prolonged irritation develops when used on broken or inflamed skin, discontinue use
150ml **£5.50**

Lanacane

(P)

Combe

Pearlised smooth cream, containing benzocaine 3%, resorcinol 2% and chlorothymol 0.032%
Relief of itching
Adults: Apply directly to affected

area three or four times daily as needed
30g **£1.95** 60g **£3.15**

Lotil

Pava

Cream containing lanolin and glycerin
Painful cracks and fissures in the skin
28g **£1.19**

Masse Breast Cream

Cilag

White oil in water cream containing glycerin, lanolin, arachis oil
Pre and post-natal nipple care
Pre-natal: Apply once or twice daily during the last two to three months of pregnancy. A 1 inch ribbon of cream is massaged gently into the nipples and surrounding pigmented area until cream is absorbed
Post natal: Massage gently around the nipple and areola after the breast has been cleansed after nursing
Caution: Lanolin sensitivity. In cases of excess soreness, consult a doctor
28g **£2.07**

(P) denotes that a product is **Pharmacy only** and can only be supplied under the supervision of a pharmacist

Medicort

(P)

Care Laboratories

White cream containing hydrocortisone 1%
Skin irritations, rashes, dermatitis and itching
Use sparingly over a small area once or twice a day for maximum of seven days
Caution: See box
15g **£1.55**

Melrose

Melrose

Push-up tube with waxy stick containing yellow soft paraffin, hard paraffin, anhydrous lanolin and oil of lemon grass
Dry skin
Rub gently onto clean dry skin
0.64 oz **£1.07**

Natuderm

(P)

Edwin Burgess

White cream containing about

35% lipids and 65% aqueous component
Emollient and protective cream
Thin application to affected area three times a day or as required
100g **£3.58** 450g **£14.11**

Nutraplus

(P)

Alcon

Smooth, white, unperfumed cream containing urea 10%
Dry or damaged skin
Apply evenly to dry skin areas two to three times daily
Caution: If irritation occurs, discontinue use temporarily
60g **£3.53**

Oilatum Emollient

(P)

Stiefel

Bath additive containing acetylated wool alcohols 5% and liquid paraffin 63.4%
Contact dermatitis, atopic dermatitis and related dry skin conditions
Adults: 1-3 capfuls in 8 inches of warm water; soak for 10-20 minutes, then pat dry
Infants: 1/2-1 capfuls to a basin of water, apply gently over wet body with sponge, then pat dry
Skin cleansing: Rub a small amount into wet skin, rinse and pat dry
Caution: Use care to avoid slipping in the bath
150ml **£2.85**, 350ml **£5.52**, 1litre **£12.92**

Oilatum Cream

(P)

White, oil-in-water cream containing arachis oil 21% and polyvinyl pyrrolidone 1%
Dry, sensitive skin, lanolin sensitivity, alkali intolerance, ichthyosis and similar conditions
Apply to the affected area and rub in well, as often as required. It is more effective especially after washing
40g **£3.09** 80g **£4.80**

Phisoderm

Sterling Health

Liquid cleanser containing lanolin derivatives, petroleum and entsafon combined with an emollient emulsion whose pH is the same as the skin. Formats: dry skin, oily skin, normal skin
Cleanser for hair and body
Spread a few drops on the hands, add water, work into a lather wash gently and rinse.
150ml **£2.79**

Polytar Emollient

Stiefel

Concentrated bath additive containing tar 7.5%, cade oil 7.5%, coal tar solution 2.5%, arachis oil extract of crude coal tar 7.5% and liquid paraffin 35%
Treatment of eczema, psoriasis and a topic and pruritic dermatoses
Two to four capfuls should be added to a 8 inch bath and soak for 20 minutes
Caution: Guard against slipping in bath
350ml **£8.40**, 1 litre **£20.70**

Pragmatar Cream

(P)

Bioglan

Pale buff-coloured oil-in-water cream containing cetyl alcohol-coal tar distillate 4%, precipitated sulphur 3% and salicylic acid 3%
Scaly skin disorders
Apply daily in small quantities to the affected areas
Caution: Do not use in patients who are sensitive to sulphur, or in the presence of acute local infection. Use with care near the eyes
25g **£2.76** 100g **£9.24**

Remember — OTC hydrocortisone

All products containing hydrocortisone 1 per cent that can be sold over the counter ((P)) are to be used only for contact dermatitis from allergies or irritants, and for skin reactions to insect bites and stings.

They should be applied sparingly over a small area, once or twice a day for a maximum of seven days.

They should not be used on the eyes or face, anal or genital areas, or on broken or infected skin including impetigo, cold sores, acne or athletes foot.

They should not be used during pregnancy or on children under ten years without medical advice.

Advise the customer to consult a doctor if the condition does not improve after seven days.

Rikospray Balsam

3M Riker

Brown solution in pressurised aerosol containing dissolved solids of benzoic 9% and prepared storax 2.5%

Treatment of cracked nipples and skin fissures
Affected part should be sprayed sparingly, keeping the nozzle 15-20cm from the skin

Caution: Should not be applied to areas of obvious infection
Inflammable

140g **£3.98**

Skintex Medicinal Cream

Sestri (Sales)

Cream containing chloroxylenol 0.25% and camphor 0.5%

Chapped hands, split fingertips, corns, callouses and sunburn
Apply three or four times a day

Caution: Consult your doctor in pregnancy or during lactation or if symptoms are severe

50g **£1.10**, 600g **£6.15**

Snowfire

Pickles

Balm containing benzoin, citronella, thyme oil, lemon thyme, clove oil and cade oil
Chapped hands and chilblains
Apply as often as necessary
24g **£0.80**

St James Balm

Sestri (Sales)

Ointment containing zinc oxide 20%, ichthammol (1 in 3) 2.8%, salicylic acid 0.1% and urea 0.1%

Minor skin problems
Smear the ointment first around, then on the affected area.
Renew application frequently, after removing the old ointment with clean cotton wool or lint
37g **£1.16**

Ultrabase

Schering

White, oil-in-water cream containing white soft paraffin 10%, liquid paraffin 10% and stearyl alcohol 8%

Dry skin conditions
Smooth into the skin as often as required

50g **£1.81**, 500g **£9.83**

Unguentum Merck

Merck

White, ambiphilic cream containing silicic acid 0.1%, liquid paraffin 3%, white soft paraffin 32%, cetostearyl alcohol 9%, polysorbate 40 6%, glycerol monostearate 3%, saturated neutral oil 2%, sorbic acid 0.2% and propylene glycol 5%

Dermatitis, nappy rash, ichthyosis, eczema, pruritis and dry, scaly skin

Apply sparingly three times a day or as required

50g **£2.81**, 100g **£5.54**, 200ml **£10.95**, 500g **£16.91**

(P) denotes that a product is **Pharmacy only** and can only be supplied under the supervision of a pharmacist

Vasogen

Pharmax

Cream containing dimethicone 20 per cent, zinc oxide 7.5 per cent and calamine 1.5 per cent

Irritated skin
After cleaning and drying, rub on to affected area

50g **£1.04**, 100g **£1.76**

Witch Doctor

Ethichem

Clear gel containing witch hazel
Irritations, including sunburn, insect bites and stings
rub into affected area

35g **£1.50**

Psoriasis

This is a condition that tends to run in families. Usually it is diagnosed by a doctor and the patient will be on a prescribed treatment.

Because of this, you will generally not have to sell the products listed in this section. However, since they are Pharmacy medicines, customers may occasionally ask to buy a named product that they normally get on prescription. They are included for completeness.

The products listed are used in the chronic scaling phase, not in the acute flare ups. Eyes and other sensitive areas should be avoided. Many of the products can stain clothes or skin.

Many also find a use in more extensive eczema conditions.

Alphosyl Cream

Stafford-Miller

Greaseless, vanishing cream base containing refined alcoholic extract of coal tar 5% and allantoin 2%

Apply two to four times a day, massage well in
75g **£2.65**

Alphosyl Lotion

Free-flowing emulsion, light tan in colour with same ingredients as cream

250ml **£3.84**

Antraderm Mild

Gisch-Brocades

A pale yellow wax containing dithranol 0.5%

Should be applied directly to the lesions
20ml stick **around £9.45**

Carbo-Dome

Lagap

Smooth, buff-coloured, semi-solid with an odour of coal tar, containing coal tar solution 10%

Apply to the affected areas two or three times a day
30g **around £2.81**, 100g **around £8.49**

Clinitar Cream

Smith & Nephew

Greenish-brown oil in water cream containing Stantar 1%, an extract of coal tar with a photosensitising activity equivalent to 1% crude coal tar

Apply to the affected areas once or twice daily

Caution: Coal tar can sensitise the skin to UV light, so the cream should be removed completely before direct exposure to sunlight. Care in patients taking drugs which can cause photosensitivity
60g **£5.43**

Dithrocream

Dermal

Pale yellow aqueous cream containing dithranol 0.1%, 0.25%, 0.5% or 1%

Apply once every 24 hours in short-contact regime or at night and wash off in the morning. 0.1% is the starting strength for treatment. Should be applied sparingly only to the affected areas. Rub cream in until completely absorbed. 0.5% and 1% should always be used under medical supervision.

All 50g 0.1% **£5.53**, 0.25% **£5.95**, 0.5% (Forte) **£6.87**, 1% (HP) **£7.94**

Dithrolan

Dermal

Stiff yellow ointment containing dithranol 0.5% and salicylic acid 0.5% in equal quantities of hard and soft paraffin

Apply accurately to psoriatic lesions
90g **£7.84**

Exolan

Dermal

Pale yellow aqueous cream containing triacetoxysanthracene 1%

Rub cream into lesions until completely absorbed, taking care to localise application to the affected areas. Remove residue the following morning with a bath
50g **£4.59**

Gelcosal

Quinoderm

Light brown gel which spreads easily and cleanly on the skin, containing strong coal tar solution 5%, tar 5% and salicylic acid 2%

Apply to the affected twice a day
50g **£4.80**

Gelcotar Gel

Quinoderm

Light-brown gel which spreads easily and cleanly on the skin,

Remember

All these products are for external use only.

Always advise the customer to follow the directions on the pack, for example some products cannot be used if the skin becomes broken.

Warn the customer to discontinue use of any product that worsens the condition.

Advise the customer to consult their doctor if the condition persists.

containing strong coal tar solution 5% and tar 5%
Apply with gentle massage over all the affected area twice daily
50g £4.38, 500g £22.68

Keralyt

(P)

Vestwood

Gel containing salicylic acid 6%
Apply to the affected area and cover at night. Wash off in the morning. Apply a bland cream or ointment if excess drying or irritation is observed.
5g around £4.21

Meditar Stick

(P)

Gisch-Brocades

A greenish-brown stick in a plastic twist-up container. The stick has a wax base containing coal tar 5%
Apply to the affected area once or twice a day
Do not use in patients taking photosensitising drugs. Should be used cautiously in sunlight
10ml £4.24

Soradrate

(P)

Norwich Eaton

Bland yellow cream, containing 0.1%, 0.2% or 0.4% dithranol in a specially formulated base
Wash affected areas well, dry thoroughly and apply directly to the lesions twice daily
0.1% 30g £4.38, 100g £13.09,
0.2% 30g £4.38, 100g £15.04,
0.4% 100g £17.30

Soriderm

(P)

Dermal

Off coloured aqueous cream containing distilled coal tar 6% and lecithin 0.4%
Apply to the affected area twice daily, or as required
25ml £4.72

Sorigel

(P)

Con

Clear thin brown gel containing solution of coal tar 7.5% in a hydroalcoholic base
Rub into the affected areas once or twice a day.
5g £4.96

Orin

(P)

Names

and coloured ointment

containing dithranol 0.11%, coal tar 1% and salicylic acid 1.6% in a fish-oil emollient base

Apply to affected areas twice daily
25g £4.81, 50g £9.14, 100 £18.11

Warts

The treatment of warts is discussed in Factfile on page 11 of this issue of *Over the Counter*.

Callusolve Wart Treatment

(P)

Dermal

Clear orange/brown coloured solution containing benzalkonium chloride bromide 25%, liquid paraffin, chloroform
Warts, especially multiple or mosaic warts
Gently rub surface of wart with pumice stone or emery board. Carefully apply few drops of the paint, taking care to localise application to the wart only. Allow each drop to dry before the next is applied. Cover with adhesive plaster and repeat
10ml £3.29

Compound W

(P)

Whitehall Laboratories

Clear liquid containing salicylic acid 17%
Common warts and verrucas
Apply one drop at a time until wart is covered. Repeat daily for up to four weeks
Caution: Inflammable
5.5ml £1.08

Cuplex gel

(P)

Smith & Nephew

Clear, brownish-yellow viscous gel containing salicylic acid 11%, lactic acid 4% and copper(II) acetate (corresponding to 1.1mg copper per 100mg) in collodion
Warts
Soak the wart every night in hot water for five minutes. Dry thoroughly. Apply one or two drops of gel to the wart and allow to spread. In the morning, remove elastic film and reapply. Two or three times per week rub away the wart carefully with emery board or pumice stone
Caution: Not suitable for infants. Keep away from naked flames
Tube 5g £3.47

Duofilm Liquid

(P)

Stiefel Laboratories

Almost colourless clear liquid containing salicylic acid 16.7%, lactic acid 16.7% in collodion

Plantar and mosaic warts
Soak wart in hot water for five minutes. Rub surface of wart with pumice stone or emery board. Apply Duofilm avoiding normal skin. Allow to dry. Cover with plaster if wart is large or on foot. Continue treatment until wart is completely cleared and ridge lines of the skin are restored

Caution: Highly inflammable
15ml £3.36

Glutarol Wart Paint

(P)

Dermal

Colourless solution containing glutaraldehyde 10%, Bitrex, industrial methylated spirit, purified water
Warts, especially plantar warts
Gently rub surface of wart with pumice stone or emery board. Carefully apply few drops of paint to the wart, taking care to localise application to affected area. Allow each drop to dry before next is applied. Repeat twice daily. Repeat on subsequent days
10ml £3.05

Novaruca

(P)

Bioglan

Gel containing activated glutaraldehyde 10%
Plantar and other warts
Apply twice daily and cover with a dressing if required. Surrounding skin may be protected with thin film of petroleum jelly before application
15g £3.37

Salactol Wart Paint

(P)

Dermal

Colourless or pale yellow/brown paint containing salicylic acid 16.7%, lactic acid 16.7%, flexible collodion 66.6%
Warts, especially plantar warts
Soak then dry wart. Gently rub surface with pumice stone or emery board to remove hard skin. Carefully apply few drops of paint to wart, taking care to localise application to affected area. Cover with adhesive plaster. If a plantar wart, leave for 24 hours. Repeat daily, removing old collodion
10ml £2.75

Three Flasks Corn and Wart Solvent

Thornton & Ross

Clear green liquid containing

zinc chloride 1.7% salicylic acid 12%

Warts

Paint on corn or wart on three successive nights. Next night soak in hot water for a few minutes. The corn or wart can then be removed
4ml £0.82

Veracur Gel

Typharm

Clear, water miscible gel containing 1.5% of solution of formaldehyde
Warts, especially verrucas
Apply directly to the wart and cover with a plaster, repeat twice a day. Remove the outer dead layers with a pumice stone at the treatment progresses
Tube 15g £1.75

Vericap Wart Caps

(P)

Cuxson Gerrard

Elastic self-adhesive plaster with disc of brown ointment surrounded by felt ring. Ointment (125mg on medium, 175mg on large) contains 20% podophyllin and 20% linseed oil in a lanolin base
Warts, especially verrucas
Apply one cap to the wart for seven days. If unsuccessful, wait 12 weeks before repeating
Carton of 2 medium £1.74, 2 large £2.20

Wartex Ointment

(P)

Pickles

Ointment containing salicylic acid 50 per cent
Hard and ragged warts
Apply a trace to wart only for several days.
Tube 5g £0.99

Remember

This section contains preparations for external use only

Many corn and wart products contain skin dissolving substances so they should be kept away from healthy skin and eyes.

Podophyllin-containing wart preparations should not be used by pregnant women or if there is a chance the women might become pregnant.

Diabetics should be advised to see their doctor before using any wart treatments.

Wart products should not be used on facial or genital warts.

BY VERITY



Like most of you, I suspect, after a holiday or short break I am not at my most sharp or observant on my first few days back at work. Last week, one of our regulars breezed in requesting a bottle of Benlyn Expectorant. I reached and grabbed a bottle from its usual gap on the shelf, but the customer intercepted. "I 'I don't think that's the one I wanted. That bottle says 'chesty cough linctus'." It was then that I realised the package labelling had changed. I then had an awkward five minutes explaining that the Expectorant version had been for chesty coughs and that the package wording had simply been changed.

I honestly don't think I'd have noticed for some time had the customer not brought it to my attention — did anyone see anything from Warner-Lambert informing us of this change? A phone call to them revealed the packaging and relabelling change came about as they were not allowed to list ammonium chloride and sodium citrate as active ingredients, and dosage changes stating all under 6 years of age should now only be given the children's formulation. In such a popular product I really think a

product change notification aimed at pharmacy assistants, plus a more technical one for pharmacists, would not have gone amiss. Raspberry of the month then to Warner-Lambert.

On the other hand, roses to Roche for their super Supradyn strawberry. It's quite the most original promotional display I've seen for quite

a while. For those who've not seen it, it's a big plastic strawberry filled with Supradyn childrens vitamins which they have to "pick". Full marks to Roche for being one of the first on the vitamin bandwagon this Autumn. It will be interesting to see what displays follow in the strawberry's wake.

While in France on my holiday, I took a glance at some of their pharmacies. They all look far more svelte and clinical than our own, although our pharmacies seem somehow more approachable. In this age of adopting Euro-standards, long may we retain our cosy image!

* The new packs of Benlyn for Chesty Cough (the old Expectorant) together with Benlyn for Dry Cough (Fortified) and Benlyn for Children (Paediatric) are now appearing on-shelf. Warner-Lambert say the formulations are unchanged and they will shortly be sending out information to avoid any confusion like Verity's Editor.

Keep Taking the Tablets

by Mollusc.



In the
STOCK UP WITH NEW EXTRA STRONG
blister
THROATIES EXTRA AND WATCH YOUR SALES
and on
SOAR WHEN WE UNLEASH THROATIES ON
the box
NATIONAL TV IN THE NEW YEAR.



In an attractive blister pack, new Throaties Extra are sure to be a big hit with your customers. They're extra strong, for extra relief.

The complete Throaties range, including Throaties Extra, will be hitting national TV screens with a heavyweight campaign in January, February and March 1990. The amusing commercial is guaranteed to make the Throaties message — one chew ... medication bursts through — hit home, ensuring booming Throaties sales for you.

Throaties ONE CHEW...MEDICATION **BURSTS** THROUGH

Ernest Jackson & Co. Ltd., Cridton, Devon, EX17 3AP. Tel: (03632) 2251 Telex: 42506 EJACKS G Fax: (03632) 5595



Ernest Jackson

The past month in review

Over the Counter's look at the latest launches and product news. Further details on all products featured on the next four pages can be found in the past month's issues of *Chemist & Druggist*.

Babycare

Peaudouce break down totally

At the end of August, Peaudouce launched what they say is the first almost totally bio-degradable disposable nappy. The plastic backing found in normal nappies undergoes very little bio-degradation when dumped in land fill sites. Peaudouce have replaced this with a type of plastic that has a "weak link" allowing it to be broken down to carbon dioxide and water. This takes several years, so there is no danger of it happening in the pharmacy! The only difference you will see is a green and blue "bio-degradable" sticker on the pack. And watch out for the adverts.

Peaudouce (UK). Tel: 0992 445522.

Griptight's designer range

"Designer bottles" are a growing market sector, say Griptight. They enter the designer field with a range of bottles featuring a duck design. These bottles have a yellow screw cap, matching dome-shaped teat cover and silicone teat and a scale with both metric and imperial measurements. Other colours and motifs will soon follow, says the company.

Lewis Woolf Griptight. Tel: 021 414 1122.

125ml **£1.50**, 250ml **£1.59**

Embee toilet trains babes

A baby's trainer seat, made from polypropylene and designed to fit securely into any standard domestic toilet seat, enters the Embee range. The trainer has smooth contours, a splashguard, can be chemically sterilised and withstands boiling water to 125°C/260°F.

Mendle. Tel: 0443 730784
£1.99

Designs on Tommee Tippee

More designer Tommee Tippee bottles are launched; one design shows tiny tots in mackintoshes and umbrellas in bold primary



colours, the other shows a pastel-coloured clown. Matching bottle, bib and baby feeding cup are available singly, in both designs. Jackel International. Tel: 091 250 1864
Bottle 250ml **£1.59**, bib **£1.29**, cup **£1.99**

Beauty

Soft Wraps in the fall

For Autumn/Winter, Swedish Formula are launching Soft Wraps, to be in-store next month. The make-up range consists of new forest and mellow haze eyeshadow quartets; shaded turquoise and smokey blue mascaras and eyeliner pencils, pink berry and honeycomb blushers; and rosewood, damson duck and orchid dawn lipsticks.

Max Factor. Tel: 0202 524141.
Prices in C&D Price List

It's a Luxury Colour Collection

Elizabeth Arden have completed the repackaging of Luxury Colour Collection, adding new compacts of eye colours (singles, duos and quadruples), cheek colour and Flawless Finish powder to the lipsticks and nail colours. There are new Autumn colours, textures and formulae.

Elizabeth Arden. Tel: 01-784 4000

Powder those lips!

A lip colour in the form of a powder is the latest offering from Rochas in their new house colour, coq de roche. Rochas no 28 leaves a moisturising and protective veil of powder on the lips, to prevent smears, says the company. Also new this Autumn are an eye pencil with sponge applicator that repairs smudges and blurred outlines, lipliners with brush applicators and Brilliant à levre lip gloss plus brush applicator in rose natural rouge vif. Rochas Perfumes. Tel: 01-961 6440

No 28 **£7.95**, eye pencil **£6.50**, lipliner **£6.50**, lip gloss **£9.95**

Prices in this section are correct at the time of going to press. For latest packs and prices, see C&D Price Service

Kohl eyes by Eye-Lite

Mavala's Eye-Lite range now includes bleu orage and brun dore treatment kohl pencils, which are safe for those with sensitive eyes. Mavala Laboratories. Tel: 0732 459412
£1.95



An Elegant Touch of lipstick

You can now mix and match your lipstick with Elegant Touch Stickers nails, using Lipstickers. Each compact holds four shades, with applicators. There are three combination colours — cool pink, soft beige and warm red — and display outers hold six of each. Original Additions (Beauty Products). Tel: 01-537 9907
£2.49

C'mon let's twist

Mary Quant have launched Lip Twisters and PenLine. When twisted Lip Twisters allow just the right amount of colour on to the brush to cover and define the lips. They come in a handy pouch. Moisturising colours are tomato, raspberry, autumn and candy. Pen Line is a waterproof, felt-tipped eyeliner pen for precise and accurate application to the area around the eye in one stroke, without dragging. The colour dries instantly without smearing. Pen Line is part of the Flying Colours Autumn range and comes in a wallet. Colours are brown owl, jet black and air force.

Max Factor. Tel: 0202 524141
Lip Twisters **£5.95**, Pen Line **£5.95**

Pharmacies to get Jeunique

Previously only in salons and department stores, a range of skincare and colour cosmetics called Jeunique has been launched to the pharmacy trade. Bee pollen, propolis, royal jelly, honey and beeswax together with plant and flower extracts are ingredients used in the range. There are cleansers, toners, products for refining, moisturising, nourishing and regenerating the skin, products for hair, nail and finger care and a range of make-up.

Yvonne Gray Cosmetics International. Tel: 06284 72727

Christian's Ambiance

A range of make up created to harmonise with next season's colours is being launched by Christian Dior this month. Ambiance consists of eyeshadow duos (praline/liquorice and cafe/creme), a kohl crayon (marine blue), lipsticks and nail enamels (suprime, velours, ambiance and holiday red), Mist (a five-colour palette for eyes) and Blush Final (a powder blusher) — six shades in mirrored, blue and gold compacts with "easy to handle" brush.

Christian Dior (UK). Tel: 0273 515021

Price in C&D Price List

Ultra Glow co-ordinate

Ultra Glow's cosmetics range gets a complementary range of co-ordinated lip and nail colours this month. Called Compliments, the range consists of 12 matching colours in pearl and gloss shades, packaged in burgundy, black and gold in co-ordinated merchandisers which can be incorporated into existing Ultra Glow units.

Ultra Glow. Tel: 01-607 9983

Lip colours **£3.95**, nail colours **£2.95**

Zone in on cuticles

Sally Hansen Cuticle Zone Therapy, the third in Network Management's therapy range, is said to add moisture to even the direct cuticles. The 9g tube holds three separate treatment layers in blue, violet and yellow, which are applied with a single sponge applicator. The top layer contains aloe, glycerin and moisturising conditioners, the middle is emollient cream with allantoin and the bottom contains collagen and vitamin E.

Network Management. Tel: 01-560 1200

£3.50

Rimmel choose harvest theme

Rimmel's Autumn look opts for a harvest theme for their collection of colours for eyes, lips and nails. The collection divides into two tonal themes — Pagan Nights and mellow Pastoral Days.

Rimmel. Tel: 01-637 1621

Prices in C&D Price List

Electricals



Restyled Jet Set

Jet Set gas powered hair stylers have been restyled. The range has been renamed Jet Set Cosmo, and is designed in black and gold. Piezo-electrics are used to ignite the gas cartridges, and the new gas system controls the temperature without the aid of moving parts, says Philips.

Philips Home Appliances. Tel: 01-689 2166

Braun's electric hair remover

Braun's Silk-épil offers a system of 9 rotating discs which work as tweezers, pulling out unwanted hair without stretching the skin. It comes complete with its own plug, white and yellow-trimmed purse, and a cleaning brush. The product will be promoted for the Christmas market with a £700,000 national television advertising campaign.

Braun. Tel: 093 27 85611

£39.95

For Men

Newer spice?

The moisturising after shave lotion in the Old Spice range has been renamed after shave moisturiser. Some products have redesigned containers in new sizes, but prices are unchanged. The repackaged products are being introduced over a number of months.

Hulton. Tel: 091 237 1231



Now there's Fendi for men

Fendi Uomo joins the Fendi fragrance for women in the Parfums Fendi collection. The containers are carved flasks made of faux granite with golden veins, in dark grey for the eau de toilette and palomino for the aftershave. The range is available from mid September.

Parfums Fendi. Tel: 01-784 4000
EDT splash 50ml £17.50, 100ml £26; EDT spray 50ml £19, 100ml £28; AS splash 50ml £15, 100ml £22; AS baume 100ml £21; soap and dish 150g £9.50

Noxzema shave-protectors

Once again, an American product reaches our shores. Noxzema protective shave foam is popular over there — to stop razor burn and irritation. It contains eucalyptus, peppermint and clove oils and menthol, and comes in regular and menthol variants. Noxzema protective after shave is said to condition and moisturise the skin.

Noxel. Tel: 0708 22616

Haircare

Studio Line gets ultra

A stronger formulation of the Studio Line fixing spray comes with ultra fixing spray, say L'Oreal.

L'Oreal. Tel: 01-937 5454
200ml £1.69, 300ml £2.19

Changes in Salon Series

Cabot's Salon Series hair treatments have been repackaged in sachets. Hot oil, protein pack, ultimate repair and silver system each come in a display box of 24. The Hennacare shampoo and conditioner now come in 450ml bottles.

Sachets £0.75, Hennacare £2.95

Head High gel gives hair energy

A hair energising gel containing iodine-rich seaweed extract and panthenol is new to the Head High range. No animal-derived ingredients are included. The gel is for men and women with damaged hair and when massaged gently into the scalp it is said to add body and gloss and provide conditioning treatment.

Food Supplement Company. Tel: 0483 426666.

100g £2.50

Hard Rock now ozone-friendly

Wella have completed their CFC-free Shockwaves range with the relaunch of an ozone-friendly Hard Rock hairspray. The new formulation is available in 75ml, 250ml and 400ml and is said to be

more concentrated and to offer a firmer hold. Wella have also introduced a 75ml Shockwaves styling wax (£3.49) to compliment the existing 50ml tub.

Wella. Tel: 0256 20202.

Sensational brushes

G.B. Kent's new Sensation range of styling brushes are designed to allow the hair to be parted for flow drying and styling without damaging the scalp. Packaging is in two-tone red and grey, with a booklet detailing the brushes and their uses.

G.B. Kent. Tel: 0442 51531

Prices £4 to £5

Kixx for Kids

Teenagers are targeted with Fabergé's range of energising shampoos due to reach the shops in October. Kixx, in ritzy, hot tropics, rugged herbal and cool mint fragranced variants, comes in plastic tubes with flip top caps and designer graphics. Point of sale material is available, and the products will be advertised in teenage magazines and on TV.

Faberge Inc. Tel: 01-784 8000

200ml £1.25 (introductory price £1.09)



Style hair with greater Finesse

Hair styling aids enter the Finesse range, comprising luminescent mousse (normal and extra control), luminescent gel (extra control), gel mist aerosol (natural extra hold), non-aerosol hairspray (extra hold) and a spritz. The gel mist has the setting power of the gel but is a fast-drying liquid spray which contains UV sunscreens to protect hair from heat styling and sun damage. The luminescent products contain luminisers to shine and highlight, and spritz is an extra-strong spray that allows spot styling on dry hair. The mousse, gel and gel mist can be used on both wet and dry hair. Advertising and a 50p-cash back offer support the launch.

Helene Curtis. Distributors Food Brokers. Tel: 0705 219900



Healthfoods/Vitamins

A royal Vitalife

The Vitalife food supplement range now includes fresh royal jelly capsules 200mg. Vitalife. Tel: 01-455 9962
30 **£9.95**



Minadex becomes a range

Minadex tonic gets two companions, a multivitamin syrup and chewable vitamin tablets, to form an orange-flavoured range of supplements for children. The multivitamin syrup is for children over one month, and contains vitamin A 4000iu, B1 1.4mg, B2 1.7mg, B6 0.7mg, C 35mg, D 400iu, E 3mg and nicotinamide 18mg in each 10ml dose. The vitamin tablets are for children aged three and over and contain A 4500iu, C 25mg and D 450iu. They are packed in childproof containers. No Minadex product contains the colourings tartrazine or sunset yellow. A Mighty Minadex character features in television commercials in the Autumn.

Seven Seas Health Care. Tel: 0482 75234

150ml **£1.99**, 100 **£1.99**

Kerfoot get oily

Cod liver oil capsules and evening primrose oil capsules join the Kerfoot range.

Kerfoot Pharmaceuticals. Tel: 061-330 4531

CLO 60 **£1.30**, EPO 90 **£8.60**

American supplements

FSC continue to add to their list of dietary supplements. The latest range is based on formulae from an American chiropractic, Dr Schuyler Lininger. The range consists of super multi-vit tablets, lactobacillus acidophilus, zinc picolinate, lysine, niacinamide, calcium-magnesium-zinc tablets, vitamin C plus calcium and betanine hydrochloride capsules.

Food Supplement Company. Tel: 0483 426666

Prices and sizes in C&D Price List

Loadsavitamins

Gericare capsules contain 22 vitamins and minerals in a once daily dose. Total Body Care are now planning to expand its distribution after a limited test. A full range is expected later this month.

Total Body Care. Tel: 01-997 3740
30 **£4.49**, 60 **£7.45**



Clear help for stress

Homoeopathic help from stress comes from New Era's Calm and Clear tablets. The mineral tissue salt remedy comes in boxes of 150 tablets. Look out for the stress monitors that come with display unit, posters and showcards in the launch parcel.

Seven Seas HealthCare. Tel: 0482 75234.

£3.85

Oral Hygiene

Garfield gets long in the tooth

Calling all Garfield lovers, young and old alike. Sensodyne Search 4 toothbrushes in five colours now feature the famous cartoon character. See him also on point-of-sale material and on ITV this Autumn.

Stafford-Miller. Tel: 0702 61151
£1.14

OTC Medicines



A clear solution to migraines

The Clear analgesic range now includes Migraclear containing aspirin 500mg and cyclizine 25mg to give dual action relief of the headache and nausea associated with migraines. Adults take two tablets (dissolved in water to form a lemon solution) at the start of an attack, then every four hours when needed, but no more than eight tablets a day.

Nicholas Laboratories Healthcare Division. Tel: 0753 29371
16 **£2.99** (4 **£0.80**)

Bisodol gets Extra

Acid indigestion and flatulence are the indications for Bisodol Extra tablets which contain calcium carbonate 522mg, light magnesium carbonate 68mg, sodium bicarbonate 63mg and simethicone 100mg. They are spearmint-flavoured, and one or two should be sucked slowly or chewed whenever necessary. Two commercials will be screened this Autumn, and display material is available.

Whitehall Laboratories. Tel: 01-641 4323

12 **£0.96**, 24 **£1.55**



Spray cravings away

Crave Away is Good Life's new herbal spray for smokers trying to break the habit. They say the spray is made of essential oils and herbal extracts to help satisfy the craving for nicotine. An imitation cigarette is also included.

Good Life Products. Tel: 061-624 2628
£7.95

Warts and all

Gluteraldehyde 10 per cent is the ingredient in Novaruca, a gel for plantar and viral warts (including verrucas), except those on the face or around the anus, and those where the skin is broken. Nearby skin can be protected with a little petroleum jelly before the gel is applied via a nozzle twice a day. The wart can then be covered with an adhesive dressing. The Pharmacy only product comes with instructions and is said to offer a 75 per cent cure rate within eight weeks.

Bioglan. Tel: 0462 38444
£3.37

Lemsip coughs up

Lemsip now caters for coughs. Lemsip linctus (GSL) contains ipecacuanha 0.5 per cent and the dose is three, two or one 5ml spoonfuls every 2-3 hours, depending on age (two years and above). Lemsip expectorant contains diphenhydramine 0.27 per cent. Adults take one or two 5ml spoonfuls and children just one 5ml spoonful, every 3-4 hours. TV commercials start on October 30.

Reckitt & Colman. Tel: 0482 26151
Linctus 100ml **£1.49**, 200ml **£2.75**,
expectorant 100ml **£1.69**, 200ml **£2.99**

Prices in this section are correct at the time of going to press. For latest packs and prices, see C&D Price Service

Ⓟ denotes that a product is Pharmacy only and can only be supplied under the supervision of a pharmacist

Personal Hygiene

Hello Mum!

We can't keep mum about the new peach variant and new look Mum roll-on deodorants. Instead of glass, the bottles are plastic, larger and no longer refillable. Labels now have a leaf logo, and deodorants give a drier, smoother feel, say Bristol-Myers. The two Mum Quick Dry products have also been updated. The company says that there is a strong movement towards non-aerosol products, as consumers become more environmentally aware. Following commercials on TV last month, Press advertising in women's magazines this month includes money-off coupons. Also planned are competitions and sampling offers. Point-of-sale material is available now.

Bristol-Myers. Tel: 0895 639911

45ml **£0.75**



Pump action Gillette

Gillette have repackaged Right Guard Sport and Natrel Plus Ylang anti-perspirant deodorants in 100ml ozone friendly pump action sprays, in futuristic white bottles with transparent plastic lift-off lids. Gillette UK. Tel: 01-560 1234

£1.69



Ze French bikini

The Bikini Bare depilatory range now includes french foam, containing aloe and collagen. In ozone friendly dispenser, the "pleasantly" scented foam is easy to apply to legs, underarm and bikini area.

Distributors Farillon. Tel: 04023 71136

5oz £3.45

Skincare

Ponds gets lighter

Elida Gibbs have reformulated the moisturisers in the Ponds skincare range. The dry skin cream, light day cream and night cream have a lighter texture (for improved absorption), a whiter, high quality look and a more subtle fragrance. All the products in the range have been repackaged for an up-to-date look that is not fashion orientated, to attract new users and keep the old.

Elida Gibbs. Tel: 01-486 1200
Trial size 25ml £0.59



Four more for Honey & Beeswax

Bronnley are relaunching their most feminine of ranges Honey & Beeswax with four new products and new packaging. In come Honey talcum powder shaker (100g £2.95), Honey foaming bath oil (100ml £3.95), Honey & Beeswax body cream (100ml £3.95) and miniature guest soaps (25g £0.50), all individually boxed and available in honey and honeysuckle and honey and wild rose fragrances. The packaging is traditional depicting images which mirror the products' natural ingredients.

H. Bronnley. Tel: 01-629 8711



Aloe healthy feet

A foot cream by Healthy Bodycare contains a high level of aloe vera extract and peppermint essential oils to soothe, soften and moisturise the feet.

Healthy Bodycare. Tel: 0663 32081
50ml £2.50

A gel from Pure Plant

The Pure Plant range has been repackaged and a facial gel has been added. The gel is a water-soluble, deep-action cleanser for normal to combination skins.

Food Supplement Company. Tel: 0483 426666
100ml £1.80

All change for Atrix

The lotion sector of the toiletries handcare market is a growing sector, say Smith & Nephew. They have relaunched Atrix lotion and given the cream an updated look. The reformulated lotion softens, with camomile and allantoin, and comes in two pack variants — flip-top and pump pack. Support includes a £1m television advertising campaign during the Winter and money-off coupon offers.

Smith & Nephew Consumer. Tel: 021-327 4750
Prices range from £0.69 to £4.55



Vichy's Restructure

Restructure is biphasic eye gel consisting of a hydrating stimulating element (caffeine) and an anti-wrinkle element (hydroxyproline and riboside), plus vitamins A and E. A spatula is used to apply the gel on to a fingertip, prior to gentle massage into the upper then lower eyelids. Vichy say Restructure is unperfumed and non-greasy and leaves a matt finish base for make-up. They say it contains no colourings and is safe for contact lens wearers. Restructure is available exclusively from pharmacies from this month. Vichy. Tel: 0235 26747

£11.95

Sundries

Don't wash it, Desolvit

Desolvit stain removers are based on non-toxic material say its manufacturers. Desolvit 1 is for the removal of grease, oils and tar, and Desolvit 2 is for protein-based stains such as tea, coffee, wine and blood. Both solutions will be available this month.

J Manger & Sons. Tel: 0993 410123
100ml £1.69

A Light range of torches

There are more Lights in the Duracell range of torches. Additions are: waterproof rubber torch with batteries, jacket-sized Penlight with batteries and pocket light fashion accessory, without batteries, available in six colours. Duracell. Tel: 0293 517527
Prices: £3.99, £2.99 and £1.99



Bath help from Bronnley

Bronnley have launched a range of natural sponges and exfoliants to complement their toiletries ranges. Sea soaps in natural dark or bleached sponge, come in five sizes from 5.5 to 10 inch (£6.99-£21.99), loofahs in two sizes, 8 inches (£2.25) and 12 inches (£2.99) and volcanic pumice nuggets come in baskets of 50 to sell at £0.50. Nail brushes in cherry at £6.49 and tobacco wood at £6.95 and back brushes in cherry £12.99 and tobacco £14.99 are made with natural bristle.

H Bronnley. Tel: 01-629 8711.

What treatment from the list below do you suggest for:

1. A young mother who asks for a treatment for head lice which her six-year-old has picked up at school? You know that malathion is the current treatment of choice in your area?
2. An elderly lady who asks you for a laxative for a bout of constipation?
3. A teenage boy who wants a cream to clear up his spots?
4. A mother who says her four-year-old is suffering from diarrhoea?
5. A man who asks for a treatment to clear up his athlete's foot?
6. A man who asks for some tablets for his hay fever symptoms. He says he does a lot of driving, so the tablets mustn't make him drowsy?

Arret
Carylterm
Dioralyte
Mycil
Oxy 10

Piriton
Pollon-eze
Prioderm
Senokot

1.
2.
3.
4.
5.
6.

Name

Pharmacy

Address

Match-up

£125 to be won

The five readers submitting the first correct entries opened after the closing date will each win £25

To enter this Match-Up competition simply match the right over the counter products with the customers requesting them. There are a few extra choices to make your task a little harder! Write the answers in the spaces provided and send your entry to the address below.

Entrants must be assistants employed in a registered pharmacy for a minimum of 6 hours in a normal week. Only one entry is allowed from any one person. The names of the winners will appear in the next issue of *Over the Counter*.

Closing date for entries: Monday, September 11

Send completed answers to Match-Up, *Over the Counter*, Chemist & Druggist, Benn House, Sovereign Way, Tonbridge TN9 1RW.

Quiz

1. Which analgesic should not be taken with warfarin-like anticoagulants?

- a) Paracetamol ☐
b) Aspirin ☐
c) Ibuprofen ☐

2. Mammography detects

- a) Pregnancy ☐
b) Stomach ulcers ☐
c) Breast cancer ☐

3. Fluoride supplements help strengthen

- a) Hair ☐
b) Teeth ☐
c) Nails ☐

4. The fungus *Candida albicans* causes

- a) Athlete's foot ☐
b) Ringworm ☐
c) Thrush ☐

5. Filing down toe nails into the edges is not recommended because it encourages

- a) Overgrown cuticles ☐
b) Overgrown toe nails ☐
c) Ingrowing toe nails ☐

6. Plantar warts are

- a) Verrucas ☐
b) Corns ☐
c) Callouses ☐

7. Skin in older people tends to be

- a) Dry ☐
b) Greasy ☐
c) Normal/Combination ☐

8. The colour of foundation worn should

- a) Be a shade darker than your skin tone ☐
b) Be a shade lighter than your skin tone ☐
c) Match your skin tone exactly ☐

9. Breast cancer is found mainly in

- a) Men under 30 ☐
b) Women under 30 ☐
c) Women over 30 ☐

10. Where is Chemex taking place this year?

- a) Olympia ☐
b) Earls Court ☐
c) National Exhibition Centre ☐

£125 to be won

The five readers submitting the first correct entries opened after the closing date will each win £25

The correct answers to all ten questions in this month's Quiz can be found in the July, August and this issue of *Over the Counter*. Tick the boxes next to the answers you think are correct. Entrants must be assistants employed in a registered pharmacy for a minimum of 6 hours in a normal week. Only one entry is allowed from any one person. The answers and names of the winners will appear in the next issue of *Over the Counter*.

Closing date for entries: Monday, September 11

Send completed answers to Quiz No 3, *Over the Counter*, Chemist & Druggist, Benn House, Sovereign Way, Tonbridge TN9 1RW.

Name

Pharmacy

Address



Pharmacy assistant Sarah Fitt of Gilson Pharmacy, Dover, won the Aller-eze "Say it with flowers" competition by completing the sentence "It's good to recommend from a range of hay fever products because... with adults and kids, against pollen and bees, the best relief is in Aller-eze". Sarah is pictured receiving her prize of a set of Allibert garden furniture from Peter Clare, national sales manager, Intercare Products. The five runners-up each received a barbecue set

Diary

Sterling Health courses

Further details on Sterling Health's Educare Roadshows are available from Les A'Boe, operations manager, Sterling Health, 1 Onslow Street, Guildford GU1 4YS. Tel: 0483 505515.

Vantage courses

Further details from Ken Howells, Vantage, West Lane, Runcorn, Cheshire WA7 2PE. Tel: 0928 717070.

Vichy courses

Further details on Vichy's all-day skincare training seminars are available from Sandra Plato, company training manager, Vichy UK Ltd, 15 Nuffield Way, Abingdon, Oxon OX14 1TJ. Tel: 0235 26747.

NPA courses

Details and booking forms for all courses are available from the training department of the National Pharmaceutical Association, Mallinson House, 40 St Peter's Street, St Albans, Herts. Tel: 0727 32161.

Last month's winners

Wordsearch No5

Lauren Arthur Boots The Chemists Ltd, 82-84 Taff Street, Pontypridd, Mid Glamorgan

Annette Rogers Boots The Chemists Ltd, 31 The Mall, Bexleyheath, Kent

Beverley Blair Clyde Chemist, 33 Nuns Moor Road, Newcastle-upon-Tyne

Louise Housden Boots The Chemists Ltd, Market Square, Saffron Walden, Essex

Mr Claude Thompson Springfield Hospital Pharmacy, 61 Glenburnierd, Tooting, London W17

Spot the Difference

Caroline Breed National Co-operative Chemists, 86 Queens Drive, Bedford

Miss Denise Sinfield Hill Pharmacy, 102 Mill Lane, London NW6

Mrs Nancy Byron John Megsons, 15 Queens Parade, Ealing W5

Mrs June Prouse Wise Chemists Ltd, 175 Dickenson Road, Longsight, Manchester M13

M. Franks M. Simmonds, 3 Swains Lane, London N6

The following courses are for pharmacy assistants

September

6	Bath	Retail Seminar No1	Vantage
7	Cwmbran	Retail Seminar No 1	Vantage
12	Manchester	Success in selling/Customer care	NPA
12	Coventry	Retail seminar No 1	Vantage
13	Manchester	Principle of merchandising/Product presentation	NPA
14	Manchester	Advanced selling/Effective sales promotion	NPA
19	London	Skincare	Vichy
20	Whitland	Retail seminar No 1	Vantage
20	London	Skincare	Vichy
21	London	Skincare	Vichy
24	Yorkshire	Retail seminar No 1	Vantage
26	Birmingham	Gastrointestinal tract	Sterling Health
26	Dundee	Success in selling/Customer care	NPA
26	Preston	Skincare	Vichy
27	Dundee	Principle of merchandising/Product presentation	NPA
28	Dundee	Advanced selling/Effective sales promotion	NPA

October

3	Birmingham	Skincare	Vichy
4	Birmingham	Skincare	Vichy
10	Sheffield	Success in selling/Customer care	NPA
11	Sheffield	Principles of merchandising/Product presentation	NPA
12	Sheffield	Advanced selling/Effective sales promotion	NPA
17	Hendon	Gastrointestinal tract	Sterling Health
17	Bournemouth	Skincare	Vichy
18	Southampton	Skincare	Vichy
24	Bradford	Skincare	Vichy
25	Sheffield	Skincare	Vichy

November

7	Bromley	Skincare	Vichy
8	Croydon	Skincare	Vichy
14	London	Skincare	Vichy
15	London	Skincare	Vichy
21	Manchester	Skincare	Vichy
21	Bristol	Gastrointestinal tract	Sterling Health
28	Welwyn Garden City	Skincare	Vichy
29	High Wycombe	Skincare	Vichy

Organisers of courses for assistants can be featured in this column by sending details to *Over the Counter, Chemist & Druggist*, Benn House, Sovereign Way, Tonbridge TN9 1RW.

Letters

I work in Savory & Moore Chemist in Abergavenny, and I know that not all chemist work is a bed of roses. Maybe this poem will cheer up some of your readers.

*The job you readers share with me,
Is working in a pharmacy.
Like other jobs there's up and downs,
There's time for smiles and time for frowns.*

*It's not a glamourous career,
Discussing people's diarrhoea,
But their needs must still be met,
So smile and sell them some Arret.*

*It seem the older generation
Always gets bad constipation,
Help ease their reluctant bots
By recommending Senekot.*

*Hay fever comes out with the sun,
With itchy eyes for everyone,
You can help to stop them sneeze —
Dose them up with Pollon-eze.*

*A daily challenge comes for you
When someone has a cold, or flu,
Covonia should do the trick,
Although the taste might make them sick.*

*The teenagers come in with spots
And look to see what creams you've got,
Turn back to the shelf again
And blitz those zits with Oxy 10.*

*Migraines are the curse of many,
Sufferers are two-a-penny,
They ask for something to relieve,
Sell duo-packs of Migraleve.*

*If someone has a bad back pain,
Brought on by work, or age, or rain,
Turn their grimace to a grin,
By giving Ralgex to rub in.*

*When bitten by a creepy-crawlie
Customers can feel quite poorly,
You can answer their main dream
By selling them a soothing cream.*

*Though sometimes you may feel so sad,
And customers make you feel mad,
Even if you feel your worst,
The patient's illness must come first.*

Clare Hocking Savory & Moore, Abergavenny*



A NATURAL WINNER

When a stimulant laxative is indicated most pharmacists naturally recommend Senokot!

Senokot is available as tablets, syrup or granules.

And Senokot is prepared from natural senna plant ingredients and has an effective, yet gentle, colon-specific stimulant action.

All of which has made it an ideal family laxative for more than three decades.

Not only is Senokot the first choice for pharmacy recommendation, it's also the undisputed brand leader when it comes to OTC sales too?

Either way, Senokot's the pharmacy's natural winner.



COUNTER PRESCRIBING INFORMATION. SENOKOT TABLETS. Indications: Relief of constipation. Active Ingredients: Each tablet contains standardised senna equivalent to 7.5mg total sennosides. Dosage: Adults: 2 tablets at bedtime. Children over 6: 1 tablet in the morning. Contra-indications: In common with other laxatives Senokot should not be given when undiagnosed acute or persistent abdominal pain is present. Further information: Senokot is colour specific. Retail Price: (March 1989) 24-89p 50-\$1.49 100-\$2.19. Product Licence No: 0063/5000 (Westminster Labs). Further information is available on request. Reckitt and Colman Pharmaceutical Division, Hull HU8 7DS. *REFS: 1 TAYLOR NELSON 2 A C NIELSEN.